Country Profile
Republic of Finland

Sitting naked in a 200-degree room and flicking each other with birch branches before plunging into icy water may not be an American's idea of how to close a deal, but in Finland, such big business is conducted at the sauna. The ritual of the sauna is almost a national obsession: Finland has as many saunas as cars — about one for every four citizens.

Between 1977 and 1981, the value of U.S. exports to Finland increased at an annual average rate of more than 20 percent. Finnish imports from the U.S. had a value of $904 million in 1980, 6 percent of Finland's import market. The U.S. ranks as Finland's fifth largest supplier, after the U.S.S.R. (with which Finland shares an 800 mile border), Sweden, the Federal Republic of Germany, and the United Kingdom. Major purchases from the U.S. in 1980 were office machinery, automatic data processing equipment, and precision instruments, as well as chemicals, plastics, and metals. The U.S. Department of Commerce predicts that the best export prospects in the future will be electronic components; electronics industry production and test equipment; microcomputers (the U.S. currently supplies 20 percent of this market); business equipment; construction and mining equipment; and metalworking equipment.

Finland has remained a western democracy since the end of World War I, yet it is more highly structured than U.S. society. A series of master plans regulate population distribution, building, and commerce. Although Finland has a free market economy based on private ownership, the government plays an important role in the control of economic development.

Finnish exports with which Americans are most familiar — Marimekko fabrics and Arabia china — are part of daily life in Finland. The culture emphasizes elegant and functional design, and shoddy or cheap workmanship are not tolerated.

Regions and Cities

Finland was one of the first countries in the world to take a regular census for statistical purposes. There has been a Finnish census every 10 years since 1750, putting Finland 40 years ahead of the U.S. in its first complete population count.

The Finnish population was 4.8 million in 1980, an increase of 4 percent over the 1970 population of 4.6 million. The entire Finnish population is thus no larger than that in the Philadelphia metropolitan area, in a country about the size of New England, New York, and New Jersey combined (approximately 130,000 square miles). The Central Statistical Office of Finland estimates that the population will equal approximately 5 million persons in 1990 and will not increase much more by the year 2000.

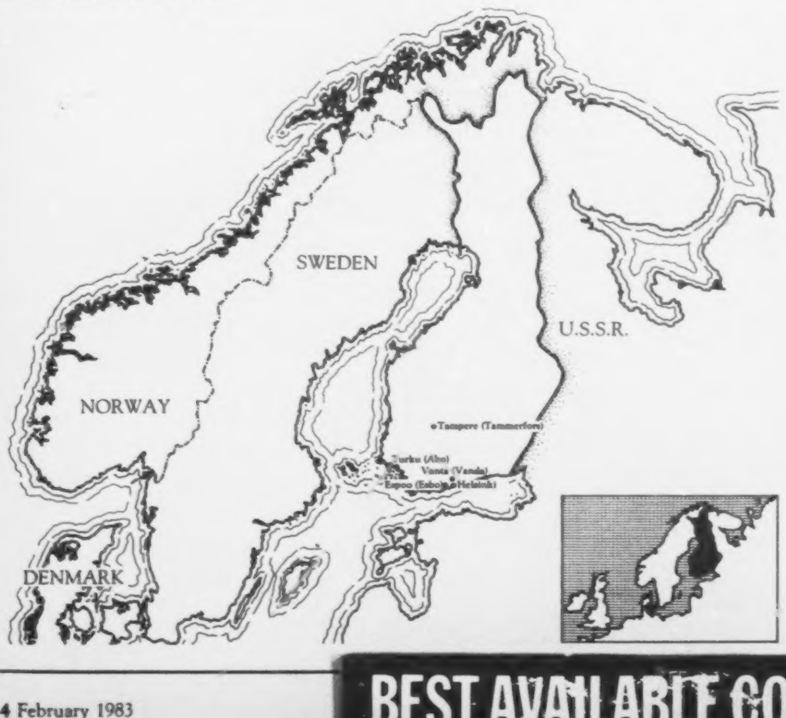
Nearly 60,000 lakes crisscross the southern half of the country, providing important waterways and log-floating routes for Finland's large forestry industry. The largest lake, Suur-Saimaa, covers 1,700 square miles. Nearly three-quarters of the population live in the southern one-third of the country.

Finland is divided into twelve provinces and 464 municipalities, 84 of which are urban. For national and regional planning purposes, the country is divided into 20 regional planning areas with similar economies and geographies.

The three largest cities are spaced about 100 miles apart and form a triangle in southwestern Finland. The city of Helsinki (Helsingfors),

FINLAND

•cities of 100,000 or more population



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the capital, had a population of 483,000 in 1980, a slight decline from the 510,000 recorded in 1970 when migration from the countryside reached its peak. Tampere (Tammerfors) is the next largest city (166,000 in 1980), followed closely by Turku (Abo) with 164,000 in 1980. Only two other cities had populations over 100,000 in 1980: Espoo (Esbo) and Vantaa (Vanda). Seventy-nine other urban municipalities ranged in size from 2,000 to 95,000 persons.

Helsinki lies on the same latitude as Anchorage, Alaska. Of the world's capitals, only Reykjavik, Iceland, is further north. Half of the metropolitan area (284 square miles) is lakes and forests. Fingers of sea water coming in from the harbor are so solidly frozen by February that cars race on them. Helsinki experienced a massive migration from the countryside between 1950 and 1970. More than 16,000 persons a year, including rural poor displaced by the mechanization of farming and logging, came south to Helsinki. The population almost doubled in 20 years. High-density apartment buildings were constructed quickly, and when the migration slowed in 1970, empty apartment buildings in the central city were taken over by businesses. Helsinki now has nearly 900,000 people in its 10-region metropolitan area, or almost 20 percent of the country's population.

Because of its location at the crossroads of rail, highway, water, and air routes, Tampere is often called the "Manchester of Finland." It is the center of engineering, textile, leather, and shoe industries. Turku is the most important year-round harbor and one of the largest ports.

Ethnicity and Religion

Finland's population is ethnically homogeneous, with no large immigrant population or guest workers. Finns are the major ethnic group. After their arrival from west-central Russia thousands of years ago, the indigenous Lapps were pushed into the more remote north. Finland was a part of Sweden in the 12th Century, at which time Swedish became the dominant language. The Finnish language regained dominance after a surge of Finnish nationalism in the 19th Century. In 1980, 94 percent of Finns spoke Finnish and 6 percent spoke Swedish. Both Finnish and Swedish are official languages, although individual provinces differ by official language. Ahvenanmaa is the one province that uses only Swedish officially, while Uudenmaan, Turun-Porin, Kymen, and Vaasan use both Swedish and Finnish. Finnish is the official language in the other seven provinces. Few tensions exist between the Finnish-speaking majority and the Swedish minority, which is being gradually assimilated.

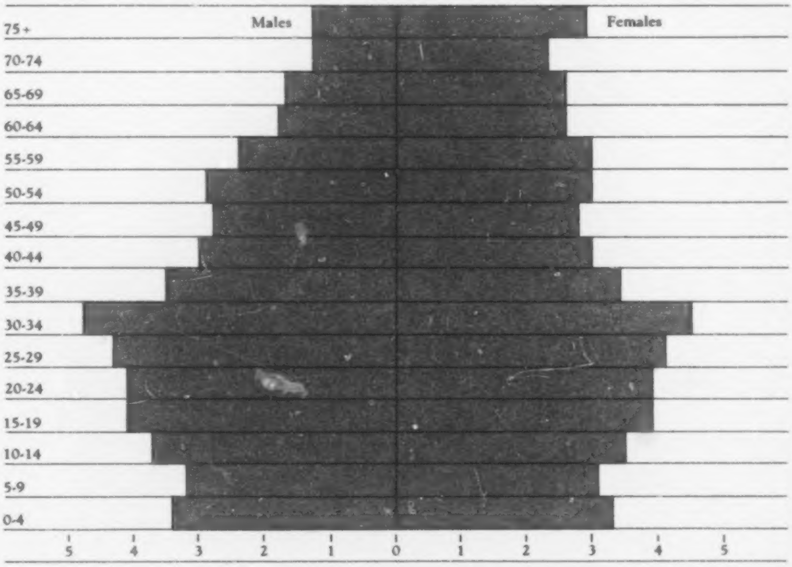
The Lutheran National Church is the largest religious institution in the country. Ninety percent of Finns are Lutheran, with membership slightly lower in urban municipalities (88 percent) and slightly higher in rural municipalities (94 percent). One percent of Finns belonged to the Greek Orthodox Church in 1980, and 8 percent did not belong to any congregation. Small numbers of Jehovah's Witnesses, Adventists, and Roman Catholics account for less than one percent of the population.

Age Distribution

The U.S. and Finland have similar age structures. Approximately 20 percent of the populations of both countries were under age 15 in 1980, and about 12 percent of both Finns and Americans were 65 or older.

Population of Finland by Age and Sex, 1980

(in percent)



Age	*Total*	*Male*	*Female*
All ages	4,787,778	2,314,843	2,472,935
0-4	319,531	163,355	156,176
5-9	300,578	153,930	146,648
10-14	345,100	176,032	169,068
15-19	380,152	194,062	186,090
20-24	381,371	195,409	185,962
25-29	403,524	206,989	196,535
30-34	443,722	228,742	214,980
35-39	331,554	169,800	161,754
40-44	285,468	143,950	141,518
45-49	267,664	133,967	133,697
50-54	280,688	136,509	144,179
55-59	258,819	116,077	142,742
60-64	212,225	88,355	123,870
65-69	205,910	82,169	123,741
70-74	173,942	64,474	109,468
75+	197,530	61,023	136,507

Source: Central Statistical Office of Finland

Life expectancy at birth is 69 for men and 78 for women, almost exactly the same as in the U.S.

The annual rate of population growth was a low 0.4 percent in 1980. Finland's birth rate was 13 per 1,000 population and the death rate was 9 in 1980. The infant death rate was only 8 deaths per 1,000 live births because of Finland's social welfare system which provides free medical care to all citizens. As in the U.S., the leading causes of death in Finland are heart disease, strokes, and cancer.

Immigration plays a minor role in Finland's rate of population growth. In 1980, the number of people moving out of the country exceeded the number of people moving in by 1,000. Approximately 2,000 emigrants obtained passports to leave the country in 1980. This is an underestimate of the number who actually left, however, since passports are not required for migrants among the Nordic countries whose moves were related to work.

Households and Families

There were 1.8 million households in Finland in 1982, with an average size of 2.6 persons. Finnish and American household structures are similar: Slightly over one-quarter of all households consisted of one person, and the next most common household size was two (23 percent). Households with three or more persons (the majority of which contain one or more children) constituted the other 50 percent of households.

Finland had about 1.2 million family households in 1978. One in four families were childless couples (either legally or consensually married); 61 percent were married couples with children; and 13 percent were "lone" women with children.

Labor force participation among women with children has risen steadily since 1960, increasing the demand for day care. Over half of all day care was provided by a member of the family or a hired babysitter. The other 50 percent of day care was provided by local authorities or family day care organizations. The number of day care centers for children under 7 doubled during the 1970 s. However, less than half the demand for day care was met by 1976. There also is demand for 24-hour care for children under 7, and for part-day care for school children aged 7 to 10.

Housing

Like Americans, Finns prefer single-family detached homes. But because of limited housing, Finns do not achieve their preferences as easily as Americans. Fewer than 10 percent of Finns live in a single-family dwelling, compared with over 60 percent of Americans.

There were 1.6 million housing units in Finland in 1975, a slight increase from the 1.5 million reported in 1970. Twelve percent of all units in 1975 consisted of one room; 20 percent consisted of two rooms; about 30 percent had three rooms; and the remaining 40 percent had four or more rooms. Housing units are small by American standards — the average living space was 210 square feet (compared with about 1,000 square feet in the U.S.).

Of the 20,000 residential buildings constructed in 1980, 80 percent were single-family homes; 5 percent were two-unit homes; 10 percent were terraced houses (with an average of six housing units each); and 5 percent were blocks of flats (with an average of 25 housing units each). Approximately half of all buildings are made of wood and half of stone.

Most Finnish housing units have modern facilities: 84 percent had running water; 74 percent had central or electric heat; and 62 percent had complete bathrooms in the late 1970s. But 20 percent of the housing stock was listed as having "no equipment" in 1975.

Sixty percent of housing units were owner-occupied in 1975, and 36 percent were rented or provided by the tenant's employer.

Literacy and Education

Literacy in Finland is almost 100 percent. Poetry and literature are important to Finns, and for its size, Finland is one of the most active publishing countries in the world.

Education is free through the university level. In the mid-1970s, the educational system was reformed with the goal of equalizing educational opportunities. Beginning at age 7, all Finnish children are required to attend a "basic school" for nine years. After completing the basic courses, children may drop out of school or continue their education in either academic or vocational classes.

Few children end their schooling at the basic level. About 40 percent of the population aged 16 and 17 is enrolled in senior secondary schools and 30 percent are enrolled in vocational schools. By age 18, 35 percent of the population is still in the academic track and 20 percent are in vocational education. Among those aged 19 and over, about 20 percent attended one of Finland's 17 universities in 1978.

Forty percent of the population aged 15 and over had completed either an academic, vocational, or university education in 1980. Educational attainment is almost identical for men and women, and varies only slightly by province. Five percent of the Finnish population aged 25 and over had completed a university education in 1980 (vs. 6 percent in the U.S.). About 11,000 students graduated from universities in 1980, one-half of whom were women. The majority of graduates in the fields of humanities and teacher education were women, while the majority of graduates in the fields of engineering, natural science, agriculture and forestry were men.

The proportion of women with doctorates rose during the 1970s, and by 1978, one-quarter of doctoral degrees were awarded to women.

Health and Social Welfare

Finland has an extensive social welfare system. In addition to a variety of pension and assistance programs, the system includes a comprehensive health insurance program that covers the entire population. The welfare system absorbs about one-fifth of the national income.

Public assistance is provided in the form of social relief, child welfare, care of vagrants, and care of alcoholics and drug addicts. Drinking to get intoxicated, called "bad sisu," is considered a social problem in Finland. The majority of arrests in

Carol Spence

this relatively crime-free country are the result of alcohol-related incidents. Social relief includes such categories as old age, unemployment, disability, and "an unsocial way of living." Such cases numbered 98,000 in 1979. Over 600,000 families received some form of child allowance in 1980. Approximately 63,000 families received maternity benefits in 1979.

Labor Force and Income

Finnish attention to the quality of life is reflected in their labor laws: every worker must have window light. Such laws also are a result of the high level of organization among workers. Nearly 90 percent of Finland's labor force is unionized, one of the highest rates in the world.

Sixty-four percent of Finland's working age (15 to 74) population were in the labor force in 1981. This included 2.2 million employed persons and 127,000 unemployed persons. Of those not in the labor force (1.3 million), 30 percent were students and 14 percent "performed domestic work." In the U.S., 61 percent of persons aged 16 and over were in the labor force in 1981.

Finland's female labor force participation rate is higher than that in the U.S. Sixty percent of Finnish women were in the labor force in 1981, compared with 52 percent of U.S. women. Women comprised 47 percent of Finland's labor force and 43 percent of the U.S. labor force in 1981.

Manufacturing (mainly wood and steel products) is the main industry in Finland, and employed 28 percent of the labor force in 1981. Another 26 percent were employed in service occupations. The next largest industry, trade, employed 14 percent of the labor force. Although more than 70 percent of the country is forested, only 11 percent of the labor force works in the agricultural and forestry industries. The remaining 20 percent of the labor force are employed in construction, transportation, and finance.

Average yearly salaries for all full-time workers equalled 34,000 markka (mk) in 1978, or about $9,200. Men earned somewhat more than women: $10,800 vs. $7,300. Average earnings per hour for manufacturing workers was 24 mk ($6.50) in the third quarter of 1981. This hourly average translates into a monthly salary of roughly $1,038 or a yearly salary of about $12,000 (U.S. $ equalled 3.7 mk in 1980). Office workers are salaried by the month, and their average monthly wages were $1,190 for men and $814 for women in 1980.

Finns pay about one-third of their income in taxes. Average household income in 1978 was about $11,350. Income tends to rise with household size, reflecting the presence of more wage earners. For example, one-person households averaged only $5,730 per year, while households with 6 or more persons averaged almost $19,000 per year in 1980.

Transportation, Communication and Consumption

Finland's road network is well maintained; nearly all major highways and most secondary roads are paved. The country also has efficient rail and long-distance bus service. The number of cars grew by 68 percent between 1970 and 1980, to 1.2 million, or one for every four persons. One-quarter of Finland's cars are imported from the Federal Republic of Germany and another 20 percent are from Japan. Cars from the U.S. account for only 1 percent of the total number registered. There were 52,000 trucks, 9,000 buses, 97,000 vans, and 43,000 motorcycles registered in Finland in 1980.

The Finnish Broadcasting Corporation (Oy Yleisradio Ab) is a controlled corporation in which the government is the major stockholder. There also is a privately owned commercial television company (MTV) that leases its broadcasting time from the government's controlled company. Both carry advertising and are the only Nordic television stations to do so. Programs are broadcast in Finnish and Swedish. There are about 3 television sets for every 10 Finns.

The circulation of Finland's 89 daily newspapers is about 2.6 million. About 93 percent of the adult population read newspapers. Advertising is the chief source of income for these publications, accounting for 73 percent of their revenue. The largest selling newspaper is *Helsingin Sanomat*, published in Helsinki, with a daily circulation of 400,000 in 1981. Other major papers are the dailies *Aamulehti* (in Tampere), *Turun Sanomat* (in Turku), and *Maaseudun Tulevaisuus* (in Helsinki), each with a circulation of about 130,000 in 1981. In addition to these dailies (the Finnish Newspaper Publishers' Association considers any paper that appears three or more times a week a daily), there are approximately 1,000 other periodicals, including some 100 general interest magazines.

Finland had 361 cinema theaters in 1981. There were 164,000 movies shown in 1980, and Finns saw an average of two shows each. Finnish theaters carry advertising, as do most Scandinavian theaters. Most advertising consists of short commercials of 30 seconds or less. This form of advertising is considered particularly effective in reaching young people.

The average Finnish household spends one-quarter of its income on food and about 18 percent on housing. Sixteen percent is spent on transportation and communication, and 7 percent on household goods and services. Clothing and footwear account for 8 percent of expenditures, recreation and studying for 9 percent. Another 1 to 4 percent each is spent on beverages, tobacco, fuel and light, and health services. Finland has the highest per capita consumption of coffee of any country in the world: 28 pounds per person annually, or five cups a day for every man, woman, and child. (The U.S. average is only half that much.)

Sources of Information

Data from the 1980 Finnish census are summarized in the recently published *Statistical Yearbook of Finland, 1981*, available in English from the Central Statistical Office of Finland. Their address is Annankatu 44, PL 504, 00100 Helsinki 10, Finland. The telephone number is 90-17341. The office is open Monday through Friday from 8:00 to 4:15, and from June through August from 8:00 to 3:15. Helsinki is seven time zones ahead of eastern standard time.

Another helpful publication is *Position of Women: Statistical Survey No. 65*, published in Helsinki in 1980. Publications are sold by the Government Printing Center, PL 516, 00101 Helsinki 10, Finland. Their phone number is 90-539011.

The *Statistical Yearbook* is a 517-page volume and covers the topics of finance, trade, industry, and politics in addition to the demographic data used in this report. The Central Statistical Office also publishes a pocketbook summary of statistics titled "Finland in Figures, 1981." Other Finnish sources of data are the Finnfacts Institute at Yrjonkatu 13, 00120 Helsinki 12; telephone, 90-171596, and the Finnish Foreign Trade Association at Arkadiankatu 4-6B, 00100 Heksinki 10; telephone, 90-6941122.

Recent sources of data on Finland from the U.S. Department of Commerce are the Foreign Economic Trends report (July 1982), FET 82-057 ($1.50) and the Overseas Business Report (November 1981), OBR 81-33 (n.p.). Both are available from the Publications Sales Branch, Room 1617, U.S. Department of Commerce, Washington, D.C. 20230. There also is a brief summary on Finland in the Overseas Business Report titled "World Trade Outlook for Europe" (September 1982), OBR 82-15 (n.p.).

The U.S. Department of State published a profile of Finland in its "Background Notes" series (May 1982). This seven-page summary can be ordered from the U.S. GPO as Publication No. 8262 (n.p.).

Godfrey Baldwin, of the U.S. Census Bureau's Foreign Demographic Analysis Staff, is the specialist for Finland. His telephone number is (301) 763-4025. •

—Daphne Spain

Evaluating/*con't from p. 3*

women, and that status should be considered when assessing market potential.

Again, demographics are the key. Do women have access to education? How many are enrolled in primary and secondary school? Is education compulsory for both men and women? At what levels? How many women participate in the labor force? In what kinds of jobs? Is there a great variation between the literacy rate of men and women?

It is difficult to find the answers to all these questions quickly, but three numbers that are readily accessible are the percentage of women enrolled in secondary school, the percentage of women in the labor force, and the percentage of women who are illiterate.

If women are a valued and integral part of society, the country's long-term potential is more promising than if they are treated like chattel. If only 2 percent of the women attend secondary school, as in Nepal, and 98 percent are illiterate, chances are good women are not valued in that society.

Urbanization

The fourth factor is a country's urbanness, not just percent urban, but size of the city and how cities are distributed around the nation. Paraguay, Ethiopia, and Malaysia are examples of countries with only one large city. The best opportunities are in countries that have city patterns similar to that of a large state in the United States. Take New York, for example. There is one large city of several million — New York City; three or four of more than 500,000 — Rochester, Buffalo, Syracuse, and Albany; and a dozen cities of 25,000 to 100,000 people — Binghamton, Massena, Newburgh, and Garden City, as examples.

If the cities don't exist now, look at projections for the next 15 to 20 years. Are some cities, now barely more than villages, expected to grow larger? Are there several cities that are active and growing, or just one enormous metropolis that attracts all the migrants from rural areas?

Mexico City is an example of a rapidly growing city. But at the same time it is growing, so are other Mexican cities. By the year 2000, Mexico is projected to have 9 cities of 1 to 5 million people, 13 cities of 500,000 to 1 million and 6 with 300,000 to 500,000 people. That is 28 cities of more than 300,000 people, half of which had fewer than 100,000 people just 20 years before.

Combine these four indicators — average annual growth rate, total fertility rate, status of women, and the extent of urbanization — and a quick overview of a country's market potential is provided. •

—Doris Walsh

Sources

Where to Learn About Foreign Trade

In the near future, exporting and importing will be as routine for the American small business owner as it is for his counterpart in Europe or the Far East, says forecaster John Naisbitt, publisher of the Trend Report and author of *Megatrends: Ten New Directions Transforming Our Lives*. Our economy is beginning to mesh with a more global structure, as the U.S. share of world manufacturing declines and we become specialists at information processing, according to Naisbitt's thesis.

With or without megatrends, many domestic businesses are already looking toward overseas markets, particularly with the current domestic droop.

Since 1960, world trade centers and regional trade forums have proliferated across the U.S. There now are 31 trade centers operating worldwide with another 10 under construction, according to World Trade Association spokesman, Thomas Kearney.

Some domestic centers for international trade are attracting smaller companies which haven't yet put their toes in the water. Joseph Andrews, Executive Director of the International Business Center of New England, sees international trade as a "necessity" for New England companies in the future. "I want the (New England) center to be the first place companies call when they have a question."

Meanwhile, the International Trade Center of New Orleans is reestablishing that city's reputation as "Gateway to the Americas" by sponsoring new trade missions to Latin America.

There are well-developed educational programs and information services at many U.S. centers. Here's a rundown on some of those locales and what's available:

THE WORLD TRADE INSTITUTE, NEW YORK
The World Trade Center
Suite 63 West
New York, NY 10048
Tel: (212) 466-8278

The World Trade Institute, says Administrative Manager, Bob Falcey, is not a data center, but it offers seminars and over 180 conferences a year on every topic of world trade, including financing, marketing, international law and taxation — for which it is well-known. Attendees usually are people in the middle to upper levels of management in their companies, many of whom are retooling for new positions.

A second activity of the Institute is the Evening School of World Trade. It provides job-oriented training for people involved in transportation, documentation and many of the logistics of international trade and transport. Courses run on a tri-mester basis for 12 weeks and include such topics as export operations; customs brokerage; ocean transportation; importing techniques; and export trade development. The Evening School attracts many smaller businesses just breaking into the international market and draws people who want to build up their area of specialty, says Falcey.

The Institute also has a competitive language training school. A fourth activity is the Export Development and Information Program for foreign nationals of developing countries.

Students and visitors are permitted use of the Institute's library, but library services are not marketed to the public. The Institute will do research for a fee, using the resources of its 40 regular staffers and 60 retained specialists.

INTERNATIONAL BUSINESS CENTER OF NEW ENGLAND, INC.
22 Batterymarch St.
Boston, MA 02190
Tel: (617) 542-0426
Exec. Dir: Joseph Andrews

This Center has 350 member companies and has offered seminars in every facet of international business for 27 years. Forty-five seminars are scheduled for 1983. Members receive counseling in foreign trade and personnel training through referral to other members. The Center also hosts country briefings in cooperation with the development boards of other nations. Membership in the Center is $250 for smaller firms or service organizations and $450 for larger industrial organizations.

THE INTERNATIONAL BUSINESS FORUM, INC.
42 So. 15th St., Suite 315
Philadelphia, PA 19102
Tel: (215) 568-2710
Exec. Dir: Danielle Shepherd

Modelled after the New England Center, the International Business Forum of Philadelphia is a membership organization of 80 corporations drawn from Pennsylvania, New Jersey and Delaware. It conducts some 45 seminars, workshops and briefings each year on international business management. The Forum maintains a trade library at its headquarters and offers a referral service. It was organized six years ago by a group of senior executives in order to link the expertise and resources of the region. "We also sponsor a roundtable activity whereby business and government leaders can work toward a better trade environment," says Director Danielle Shepherd. Today there are 600 members in three categories: sponsoring members: $1,750; regular members: $750; and small business memberships: $300.

THE WORLD TRADE CENTER, BALTIMORE
Baltimore, MD 21202
Tel: (301) 659-4545
Dir: Richard C. Anderson

The Baltimore World Trade Center, which houses some 90 companies doing international business, sponsors the Council of Foreign Affairs with the University of Maryland and offers seminars once or twice monthly. A modest library of import/export directories is available.

ORLANDO WORLD TRADE CENTER
4805 Sand Lake Road
Orlando, FL 32809
Tel: (305) 351-0999
Exec. Dir: Margie Varney

Formerly housed with the Orlando Chamber of Commerce, the Orlando World Trade Center now has its own headquarters with a large auditorium and warehouse space and is developing a library of trade directories. The Center hosts eight seminars each year, as well as receptions for trade missions. There are about 200 members. Fees are $100 per year for companies and $25 for individuals.

WORLD TRADE CENTER, HOUSTON

Suite #239
1520 Texas Avenue
Houston, TX 77002
Tel: (713) 225-0968
Exec. Dir: Bernard Murphy

With 650 member firms "we're one of the major international networks in Houston," says Mary Archer, Director of Marketing and Information for the Houston center. The 52-year-old association traditionally was involved with the Port of Houston and maritime trade. But the presence of the oil service industry and the growth of interest in overseas trade among many Houston businesses has stimulated new plans for the trade center. "We'll be expanding our business referral and educational services over the next three years," says Archer, who adds that area interest in overseas markets has mushroomed in the 1970s.

Conferences

Corporate Planning

The San Francisco Chapter of the American Marketing Association will host a joint conference with the European Society for Opinion and Market Research and the Japan Marketing Research Assn. at the Westin St. Francis Hotel in San Francisco, April 17 to 20. The conference will focus on the corporate planning process and market research's contribution to it in three cultures. Panels on such topics as "Understanding and Predicting Changes in Consumers' Needs as a Basis for Long-Term Planning," will include business participants from Europe, the U.S. and Japan.

Information is available from the San Francisco Chapter, American Marketing Assn., 681 Market Street, 1055, San Francisco, CA 94105. Telephone (415) 495-4063.

"The industrial mix here is different (than in New York) and we can offer a different emphasis in the kind of information we provide. We are also realizing the need to look toward the needs of smaller companies," says Archer.

The Houston center sponsors regular luncheons and offers seminars in cooperation with such others as the Council of the Americas and the International Business Council of the International Chamber of Commerce.

CLEVELAND WORLD TRADE ASSOCIATION

690 Union Commerce Building
Cleveland, OH 44115
Tel: (216) 621-3300
Vice Pres: Lother A. Koeberer

The Cleveland World Trade Association is a membership organization formed as part of the Greater Cleveland Growth Association. Most programs are open to non-members for a fee. The association has a reference library with a catalog available to members and visitors. The trade association offers a monthly speakers program and an export workshop twice monthly with the U.S. Department of Commerce. There also is the annual Cleveland World Trade Conference, which attracts about 1000 people.

"We appeal to the small and medium-size companies, although there are many large corporations in our membership," says Edward Ollick, Manager of International Trade and Business Development for the GCGA. "Cleveland is small enough that most groups who work in international trade all cooperate," he says. The trade association has over 200 members from the 7-county area and plans to double its membership in the coming year. Resident memberships are $75/year and non-resident memberships are $40.

INTERNATIONAL TRADE MART OF NEW ORLEANS

New Orleans World Trade Center
2 Canal Street
New Orleans, LA 70130
Tel: (504) 529-1601
Mgn. Dir: Eugene Schreiber
Schreiber

Founded in 1945, the International Trade Mart is the oldest of the U.S. world trade centers, with almost 1,700 members. The 33-story center is a private, non-profit and non-government affiliated organization located in the Port of New Orleans. It houses a wide range of agencies and businesses, including foreign consulates. Its members are largely in the two-state area of Louisiana and Mississippi.

The trade mart links buyers and sellers through overseas trade missions to Latin America, Europe and the Far East. It recently sponsored a mission to Mexico's Gulf Coast in anticipation of that government's new Industrial Ports Program. The trade mart makes all travel arrangements and business appointments for participants.

The International Trade Mart also has a well-established seminar program (approximately 20 per year) on topics ranging from arbitration to irrigation.

"World News Business Briefings" occur periodically on topics in the news. The center offers foreign language instruction in Spanish and French, hosts foreign delegations, offers exhibit and dining facilities and provides a career exploration program for international students in the New Orleans area.

The trade mart publishes an eight-page monthly, "Foreign Business Leads," listing import, export and overseas investment opportunities; and another monthly publication, "Washington News for International Executives," monitors the government's activity as it affects trade.

A directory of all World Trade Centers is available from Paul A. Fabry, Chairman, Committee on Clubs and Associations, International House — WTC, P.O. Box 52020, New Orleans, LA 70152. •

—Susan Bernstein

Publications

GLOBESCAN II, Glastonbury, CT: The Futures Group, 1982, 2 vols., 1155 pp., $775.

This report, mentioned in the September 1982 *International Demographics*, recently became available and has two important features: income projections and The Futures Group's analysis of trade and investment opportunities in 26 developing or newly industrialized countries.

Changes in income per capita are projected to the year 2000 along with population by age and sex, urban population, households and household size, GNP, and labor force.

These volumes are best for comparative analysis of such items as population, education, health, the general economy, and mineral, coal and oil reserves — and the publications should be especially useful to companies screening several countries for particular characteristics or potential.

A 15-day examination and trial period is offered. Payment accompanying an order earns a $35 discount on the total price. Shipment outside of North America is $30 extra.

Eurostat Review, 1971-1980, Luxembourg: European Community, 1982, 238 pp., $13.

Population statistics are included as one of six sections in this annual volume. Other sections include national accounts, government receipts and expenditures, industry and services, agriculture, forestry and fisheries, and foreign trade.

Statistics in each category are included for the European Community as a whole, and for each of the 10 member countries plus, in most cases, Japan, the United States, Spain, Portugal, and Sweden.

The 47-page section on population and social conditions includes tables on total population by sex, percent over and under age 65, births and deaths, population change, marriage and divorce. The age section is not useful for researchers who need single-year-of-age or five-year age groups by sex.

One table shows ownership of cars, color television sets, and dishwashers. For example, the highest concentration of dishwashers is in Denmark where, in 1979, 18 percent of households had one. Compare that with the U.S. where, in the same year, 26 percent of households had dishwashers.

The section on education and training offers data on the number of persons receiving an education at specific levels. Employment information includes the number of persons working in various industrial categories, total labor force by sex, unemployment by sex, and social security protection. Data on labor costs are also given.

Because the data are presented in a time series, it is possible to identify trends — women in the labor force, for example, or a shift from an agricultural-based economy to a service-based economy.

More detailed demographic statistics are presented, however, in the volume entitled Demographic Statistics, which the European Community produces annually.

The Review can be ordered from the European Community, 2100 M St., N.W., Suite 707, Washington, DC 20037.

Differentials in Age at First Marriage by James McCarthy (part of the World Fertility Survey series of Comparative Studies) Voorberg, Netherlands: International Statistical Institute, 1982, 49 pp. inc. tables, no price given.

The first marriage is considered a demographic milestone because it signifies a change in the lives of men and women. Demographers assume that age at first marriage is the first time a woman is exposed to childbearing. But that is not the case in all cultures, as this study points out.

In some Asian societies, for example, young girls may marry, but not live with their spouses until they have reached puberty. In some Latin American nations, on the other hand, people may live together without formally marrying. That same pattern is now becoming true in the United States and some European countries.

This study is particularly concerned with comparing the variations from country to country and within a country, based on education and rural or urban residence.

It often is assumed that when a society moves from early marriage to late marriage, and from high fertility to lower fertility, the transition to a modern society is taking place. This report uses the educational attainment of women and their residence in either an urban or rural area to separate populations into modernized and non-modernized segments. Asian countries included in this study are Bangladesh, Fiji, Indonesia, Jordan, Korea, Malaysia, Pakistan, Philippines, Sri Lanka, and Thailand.

Latin American countries considered are Colombia, Costa Rica, Dominican Republic, Guyana, Jamaica, Mexico, Panama, and Peru.

IASSIST

There is a call for papers for the 1983 annual meeting of the International Association for Social Science Information Service and Technology (IASSIST) which will be held at the Warwick Hotel in Philadelphia on May 19 to 22. Papers will be presented in the areas of data services, hardware and software, and data files. For more information, contact Sue Dodd, Program Chair, Institute for Research in Social Science, Rm. 25, Manning Hall 026A, University of North Carolina, Chapel Hall, NC 27514. Telephone (919) 966-3346. Letters of intent or abstracts are due Feb. 15.

APLIC International

The Association for Population/Family Planning Libraries and Information will hold its 16th annual conference April 12 through 14 at the Pittsburgh Hilton, Pittsburgh, PA. Included among the sessions will be an overview of several demographic surveys and a migration course structured especially for information managers. For more information, contact Dr. Susan Pasquariella, Head Librarian, Center for Population and Family Health, Columbia University, 60 Haven Avenue, New York, NY 10032. Telephone (212) 694-6985.

The Ten Million Club

Most countries in the world do not have the proliferation of media common in the United States. Communication with consumers is difficult in some countries and next to impossible in others.

In the majority of the 56 largest nations, radio is the most commonly available medium for advertising. But even with radio, care must be exercised. In some countries, all stations are government-owned and either there is no advertising or only ads approved by government officials are allowed.

In countries where radios and televisions are licensed, there may be more sets than the number registered, because people avoid licensing them to avoid paying the fee.

Of the industrialized nations, people in the United States, Canada and Australia were most likely to have a radio in 1979. In the U.S., there are two radios for every person, and in Canada, Australia, and the United Kingdom, almost every person owns a radio.

The rest of the world is not as dependent on television as is the United States, although even in places where electricity is not available, television often is. In the U.S., in 1979, 6 of 10 people owned a television set. The numbers are even higher now, but 1979 data are presented here for comparability.

With the exception of Romania and Yugoslavia, where proportions are even lower, only 2 of every 10 people in Europe own a television set.

Again, it is difficult to assess the use of television as an advertising or information medium because many stations are controlled by the government. In some countries — France is an example — where limited advertising is allowed, firms sign up months in advance for television time. They then have to accept the time they are assigned with no control over when the commercial messages will be aired or how much time they will be given.

Among people in developing nations, Latin Americans are most likely to have access to a television set. In 1979, Argentina had the highest number of sets per 1000 people; in every country except Peru and Colombia, at least 1 in 10 people owned a set. Contrast this with the Philippines or Thailand where only about 1 in 50 persons owns a TV set.

Cinema advertising is an important medium in countries such as France, Spain, Italy, and Sri Lanka. So cinema attendance, particularly among the young, is an important statistic for advertisers. Likewise the availability of telephones is an indicator of whether survey research by phone is a realistic possibility.

As with all surveys, the numbers here are only a starting point. There usually are vast differences between rural and urban areas, in the ability of the populace to afford media, and in the variety available. Even so, the data provide an idea of the availability of communications media in the 56 largest nations. ●

Communications

(L) - licenses (vs. receivers)

	Radios in use/1000 1979	*TVs in use/ 1000 1979*	*Number of Daily Newspapers 1979*	*Telephones per 100 people 1981*	*Annual Cinema Attendance per capita*
AFRICA					
Algeria	168	39	4	2.5	2.3
Egypt	132	32	9	1.2	1.8
Ethiopia	7	1	5	0.3	—
Ghana	106	4	5	n.r.	0.1
Kenya	35	4	3	1.2	0.6
Morocco	108	39	9	n.r.	2.0
Mozambique	25 (L)	0.1	2	n.r.	—
Nigeria	74	6	15	n.r.	—
South Africa	94 (1978)	69	22 (1970)	12.1	—
Sudan	74	6	3	0.3	0.2
Tanzania	28	0.3	2	0.6	0.2
Uganda	19	5	1	n.r.	0.2
Zaire	5 (1978)	0.3	6	n.r.	—
ASIA					
Afghanistan	40 (1978)	1	14	—	—
Bangladesh	8	0.5	30	—	—
Burma	21	—	7	—	—
China	15 (1970)	3	—	—	—
India	34 (1978)	1 (L)	1087	0.4	—
Indonesia	40 (L)	8 (1978)	106	—	0.8
Iran	65 (1978)	54	24	3.2	0.8
Iraq	157	47	5	—	—
Japan	777	245 (L)	178	49.4	1.4
Korea (N)	—	—	11	—	—
Korea (S)	402 (1978)	151 (L)	29	9	2.0
Malaysia	150	64	44	4.4	2.7
Nepal	18	—	29	—	—
Pakistan	66	9	119	—	2.5
Philippines	45	21	19	1.1	7.5
Sri Lanka	47 (L)	—	22	0.6	4.8
Taiwan	—	—	—	17.7	—
Thailand	128	17	18	1.1	—
Turkey	97 (L)	70 (L)	1115	4.2	1.9
Vietnam	—	—	3	—	5.1
NORTH AMERICA					
Canada	1104	466	126	67.1	4.0
U.S.	2040	635	1787	83.7	5.1
LATIN AMERICA					
Argentina	387 (1978)	176	133	10.3	2.5
Brazil	295	126	328 (1978)	6.3	—
Chile	297	112	38	5.0	1.8
Colombia	114	76	200 (1978)	6.0	2.8
Mexico	288	108	59	7.5	4.0
Peru	145	49	69	2.8	—
Venezuela	414 (1978)	127	69	—	—
EUROPE					
Czechoslovakia	291 (L)	256 (L)	30	[illegible]	5.6
France	337 (L)	292 (L)	106 (1970)	45.9	3.3
Germany (E)	376 (L)	264 (1970) (L)	30	[illegible]	4.8
Germany (W)	370 (L)	337 (L)	1093 (1970)	[illegible]	2.2
Hungary	243 (L)	249 (L)	27	11.8	6.7
Italy	240 (L)	231 (L)	73 (1970)	33.7	5.6
Netherlands	308 (L)	293 (L)	60	50.9	2.2
Poland	240 (L)	216 (L)	44	9.5	3.3
Romania	145 (L)	163 (L)	35	n.r.	8.6
Spain	258	253	116 (1970)	3.1	5.5
U.K.	931	394	120	49.7	2.3
Yugoslavia	209 (L)	189 (L)	27	9.6	3.4
U.S.S.R.	473	303	639 (1970)	8.9	15.9
Australia	1039 (1978)	383	63	52.6	—

Source: TV's, Radios, Newspapers and Cinema: Unesco Statistical 1981 Tables 11.2, 11.4, 8, 16, 10.3 Telephones: The World's Telephones, a publication of AT&T's Long Lines.

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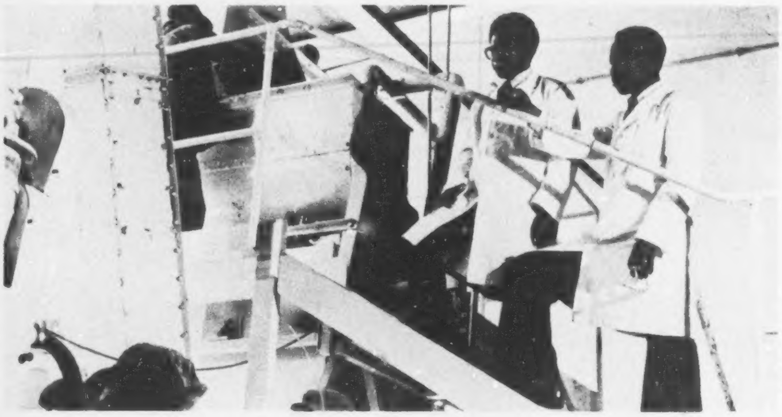

Candace Blanton

Outward-Looking Countries Have Best Growth Opportunities

Sixteen developing countries that fall into the "second-tier" of countries that are not yet classified as "newly industrializing countries" have been identified by the Organization for Economic Cooperation and Development (OECD) as achieving a breakthrough in exports during the 1970s — at a time when world manufactured exports were growing at only half the rate they had in the 1960s.

The 16 countries each had exports in 1979 worth between $100 million and $2 billion. They also had at least a 13 percent annual average growth in the value of their exports from 1972 to 1978, equal to the annual growth rates of "newly-industrializing countries." (The OECD classifies Brazil, Singapore, Korea, Taiwan, Hong Kong, and Yugoslavia as "newly-industrializing countries" or NICs). The 16 second-tier countries are Chile, Cyprus, Haiti, Indonesia, Jordan, Macao, Malta, Mauritius, Morocco, Peru, Sri Lanka, Tunisia, Uruguay, Malaysia, the Philippines, and Thailand.

The success of the second-tier countries is attributed to their "outward-looking growth policies" which recognize the importance of exporting goods manufactured in their countries even if the raw materials must be imported first. They are looking outward rather than trying to become self-sufficient and distributing goods only within their own borders.

In addition, these countries have other qualities in common, according to the OECD. Among them are "a disciplined, educated, and skilled urban labor force, an active and efficient entrepreneurial class, and a stable political system."

Excluded from the list are some countries not yet newly-industrializing that had more than $100 million in exports, but whose growth was less than 13 percent. Countries not included are China, Iran, Jamaica, Kuwait, Lebanon, Liberia, Nigeria, Saudi Arabia, Trinidad and Tobago, and Venezuela.

Source: *OECD Observer*, Nov. 1982, Organization for Economic Cooperation and Development, Department OBS, 2 rue Andre-Pascal, 75775 Paris Cedex 16, France. 6 times a year, $11 (plus $4.85 for airmail). •

Inside

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COUNTRY PROFILE AUSTRALIA

Around the World

Fertility Report

Latin American women are having fewer children according to a new study of fertility trends in the 1980s, by the Latin American Demographic Centre (CELADE) reported in the United Nations Fund for Population Activities newsletter.

CELADE is a section of the United Nations Economic Commission for Latin America. Only four countries had total fertility rates of more than six children: Boliva, Ecuador, Honduras, and Nicaragua. The total fertility rate is the average number of children born to a woman in her lifetime, given constant fertility rates.

Countries with less than three children per woman are Argentina, Cuba, and Uruguay, Brazil, Colombia, Costa Rica, Chile, Panama and Venezuela have moderate total fertility rates — 3 to 4.7 children per woman.

In El Salvador, Guatemala, Haiti, Mexico, Paraguay, Peru and Dominican Republic, rates are considered very high, 4.8 to 6 children per woman.

More than half of the 354 million people in Latin America in 1980 were in the moderate or low fertility goups.

CELADE says that Latin America's fertility will continue to drop if urbanization, education levels, and women's participation in the labor force continue their upward trend. The use of contraceptives also is important. In Costa Rica, for example, 78 percent of women aged 20 to 49 years old reportedly used contraceptives.

Japan's Working Women

Women of almost all ages in Japan are going to work in greater numbers and staying on the job longer, according to a recent Ministry of Labor study.

Fewer women are quitting their jobs to get married, and many more are continuing to work even after they have children.

In the 30 to 34-year-old group, the ages traditionally associated with child rearing in Japan, the percentage of women working increased from 17 percent in 1960 to 29 percent in 1980. There also were increases in the same period among 25 to 29-year-old women, where the percentage of women working rose from 22 percent to 38 percent, and in the 35 to 39-year-old category where the increase was from 16 percent to 34 percent. The largest increase, 21 percent, is in the 40 to 44-year-old group, where the percentage of women working increased from 16 percent in 1960 to 37 percent in 1980.

As in the United States, Japanese women still are earning less than their male counterparts, with an average monthly wage in 1981 that was 53 percent of men's.

Source: *The Asian Wall Street Journal Weekly*, Dec. 13, 1982, 22 Cortlandt St., New York, NY 10007, $125/year.

Population Assistance Gets Attention from House

Eighty-five members of the House of Representatives have expressed concern that the FY1984 budget for population assistance to foreign countries is far below what is needed.

In a letter to President Reagan, the House members acknowledged the President's recognition of the problem of rapid population growth in the third world, but said that his calls for assistance are "being undercut by some individuals in Washington who do not understand either the national security or the humanitarian implications of U.S. support for voluntary family planning programs abroad."

The House members say that the $211 million FY1982 budget appropriation was about $200 million shy of the funds needed to fill documented needs this year. A 14 percent cut, for example, has taken place in funding for Latin American countries, a region the letter's signers called "key to U.S. interests."

"Population and family planning assistance is considered to be both cost effective and highly successful," the letter-writing members told Reagan. "In a larger sense it can be said to have the highest cost-benefit ratio of any aid program. In many developing countries a third, a half, even all of the benefits of our assistance are offset by rapid population growth which may equal a large part or all of the annual increase in the GNP. Our assistance to a country's efforts to slow population growth can increase the effectiveness of our entire aid program."

The members cite the fact that only 20 percent of couples of reproductive age in less developed countries now use contraceptives and say that the only way to bring fertility to replacement levels is to raise the prevalence of contraceptive use to 80 percent of couples.

Unraveling the Soviets

The February issue of *The Atlantic Monthly* contains a fascinating account of the pursuit of Soviet statistics by former Census Bureau Sovietologist, Murray Feshbach and his colleagues. Feshbach, now a senior researcher at Georgetown University's Center for Population Research, is responsible for much of what is known today about the Soviet Union.

The Atlantic article skillfully weaves Soviet data with a painstaking description of how Soviet experts piece together a picture of the Soviet quality of life from a variety of sources. Single issues are $2 and may be ordered from The Atlantic Monthly Company, 8 Arlington St., Boston, MA 02116.

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Demographics Add to Israel's Problems

A population sombrero instead of a population pyramid is the result of the mass immigration that accompanied the birth of Israel, says Israeli demographer Dov Friedlander. That is how demographics shape Israel's present.

How they shape the country's future is up to the Jews who live outside Israel and to the decisions Israeli politicians make about the territories Israel currently occupies. Friedlander, professor of demography at The Hebrew University in Jerusalem and visiting scholar at the Population Reference Bureau in Washington, DC, told a PRB-sponsored seminar that from a demographer's point of view, making the residents of the occupied territories into Israelis would be madness, given the demographic conflicts within Israel's present population.

In 1948, over two-thirds of the new nation's population consisted of Jewish people of European origin. Roughly a fifth of the population was Arab — two-thirds Moslem, one-third Christian. Only a small proportion were Jews of what Friedlander calls "oriental" origin, largely North African and Middle Eastern.

Over the following three years, the mass immigration the government invited increased the country's total population by 30 percent, a rate higher than any other country has ever experienced. According to Friedlander, the economists who warned Israeli president David Ben Gurion of the strains such an increase would entail got the response, "Why should I change immigration? You change the economy."

The economy coped, although with difficulty, with this sudden, massive influx: "It was madness that worked, but it was still madness." But the demographic transformation it induced is still having profound effects.

Almost as many Jews of oriental origin came in those first few years as Jews of European origin. And in the next 15 years, oriental Jewish immigrants outnumbered European immigrants by a wide margin.

Demographically, these two groups were dissimilar. The oriental Jews exhibited characteristics typical of the underdeveloped countries they came from. Life expectancy was low, fertility high. With access to the Israeli health care system, life expectancy for this group quickly equalled that of the European-born. But although its fertility declined slowly at first, more rapidly later, its fertility has always exceeded that of its European cousins.

This difference in fertility, combined with the concentration of immigration in such a short period, produced two significant demographic effects: (1) Jews of oriental origin now outnumber those of European origin, and (2) a disproportionate share of the Israeli population is young. Though fertility rates have declined for all the ethnic groups that make up Israel's population, an echo effect continues to replenish the younger generation.

The conjunction of skewed age structure and a reversal of ethnic dominance has had, and will continue to have, a strong impact on Israeli society. For one thing, Friedlander says many political scientists attribute the coming to power of the right wing in the 1977 election to the coming of voting age of a large bloc of voters of oriental origin. Evidently, oriental Israelis are more conservative politically, adding a political gap within the Jewish population to the cultural and religious gap that already exists between the Jewish and Arab Israelis.

Friedlander says the most important gap is still a socio-economic one. Israelis of European origin have higher incomes, occupational status, and standard of living than do those of oriental origin, and both groups are better off than are Arab Israelis. Moreover, the difference between a European and a Mediterranean culture has placed Israel at a crossroads: Is it going to remain a European society, is it going to become a Middle Eastern society, or is some kind of mixture going to evolve?

"While the creation of Israel was a European movement, with a European culture and European traditions, the structure of the population today no longer matches this tradition," Friedlander says; "I think some change has to occur."

Without new immigration, the orientalization of the population will continue. The different fertility patterns of the past make Israelis of oriental origin a greater proportion of the younger age groups than of the population in general. As the population ages, the proportion of Israelis of European origin will diminish even further.

Fertility is usually the most important unknown for demographers trying to project the dimensions of a country's future population. But in Israel immigration is just as important an unknown. Few Jews are left in Africa or Asia, but 80 percent of all Jews still live in Europe, the United States, and the Soviet Union. High rates of immigration could thus reverse the trend toward orientalization but renew the problems brought on by population growth.

The wild card is the population status of the territories Israel presently occupies. The proportionately higher fertility of the Israeli Arabs has not increased the Arab proportion of the population due to a slow but steady rate of emigration. But if Israel incorporates the occupied territories, Arabs would account for over a third of the Israeli population. The implications of this outcome show how demographics can determine political decisions as well as be determined by them, Friedlander said. •

—Martha Farnsworth Riche

Country Profile

Commonwealth of Australia

Australian men have discovered a new import: mail-order brides from the Philippines. In 1981, more than 1,500 marriages took place between Philippine women and Australian men after a pen-pal relationship.

Australian imports from the United States are tame by comparison. They include industrial machinery and parts, office machines and data processing equipment, and transportation equipment as well as a long list of consumer goods. The value of U.S. imports in 1981 was $5.5 billion, up from $4.6 billion in 1980. Products from the U.S. accounted for 23 percent of the Australian import market in 1981.

Population Growth

Australia's land area is about the same as the U.S. — three million square miles — but its population is less than one-tenth as large. The Australian census counted 14.6 million people on June 30, 1981. This count was based on the "de facto" method, counting people where they actually were on census night. The "de jure" method — counting them at their usual place of residence — also was used on the 1981 census, finding 14.9 million people. The 14.9 million figure is the "estimated resident population" and will be the basis for all future censuses.

Australians have a census every five years. The population grew from 13.9 million, or an average annual growth rate of 1.3 percent from 1976 to 1981.

The Bureau of Statistics estimates that the population has already reached 15 million residents and will be 18 million by 2001 and 19.6 million by 2011. These projections are based on the assumption that immigration will continue at about 50,000 annually.

Immigration has been essential to Australia's development. In the last 40 years, nearly 3.4 million migrants have settled there. Twenty percent of the current population is foreign-born. New Zealand and the United Kingdom are two of the main sources of immigrants. An evaluation system based on age, family ties, and skills is used to screen immigrants, and the number of immigrants fluctuates yearly because of economic conditions.

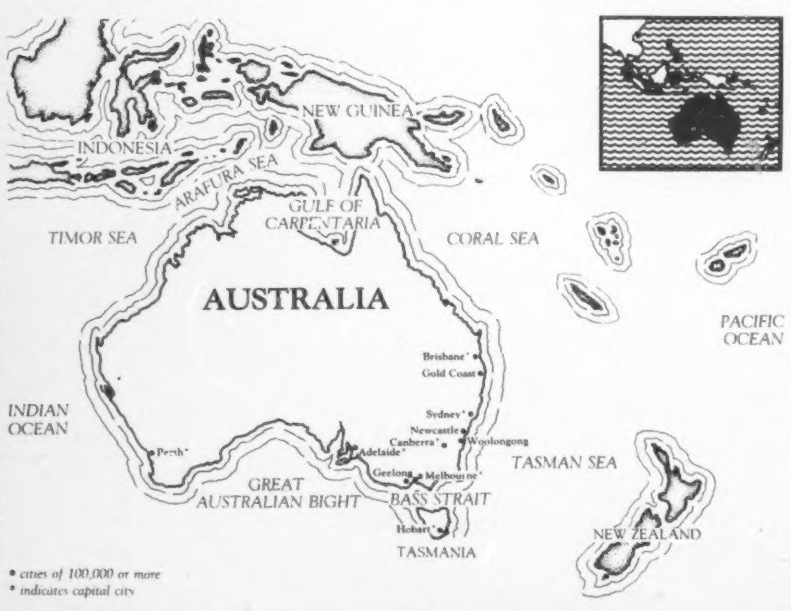
In addition to its immigration program, Australia also takes in refugees. By the end of September, 1980, 42,000 refugees from Laos, Vietnam, and Kampuchea had settled in Australia. The influx of refugees was even greater in 1982, with Indochinese the largest group.

Regions and Cities

Australia has six states and two territories. Thirty-five percent of the population lives in New South Wales, which had a total of 5.2 million people in 1981. Victoria is next largest with 26 percent of the population, followed by Queensland with 16 percent. The Northern Territory and the Australian Capital Territory have the smallest population share — 0.8 percent and 1.5 percent respectively — but have also had the highest growth rates in the last 10 years.

The pattern of population growth and the climate of Queensland often are compared to the U.S. sunbelt. Queensland has condominiums, beachfront properties, and green and white license plates that bear the motto "Sunshine State" as well as a city called Miami. A Wall Street Journal report says Queensland is shedding its rustic image. "Bush Pilots Airways which grew up serving cattle stations and delivering mail in the outback, this year (1982) became Air Queensland," the Journal says. The airline expected to carry 370,000 passengers in 1982, up from 40,000 eight years ago.

Although it has fewer than two persons per square kilometer, Australia is one of the world's more urbanized countries. In 1979, 67 percent of the population lived in the



11 largest cities. Water is an important factor in rural development. One-third of the continent is desert and another third consists of marginal grazing areas. Most of the population is concentrated on the south and east coasts where conditions are more hospitable. Of the largest cities, only Canberra, the national capital, is located inland, and even it is situated on a man-made lake.

Sydney is home to one in five Australians. During the day its city center population of 65,000 grows to more than a million people who come to the city to work. The greater metropolitan area — "slurbs," as the 3 million Australians who live there call the city's outer reaches — covers 1,500 square miles.

Ethnicity and Religion

Australians are predominantly of British ancestry. Other ethnic groups include Irish, Italian, Greek, Maltese, German, Yugoslavian, and Dutch. The Aboriginal population is estimated to be only one percent of the total. At the time of English settlement in 1788, Aboriginals numbered between 250,000 and 300,000. Today their numbers have been reduced to about 161,000. Just as slaves were not counted as full persons in the earliest U.S. censuses, the Australian census did not count Aboriginals until 1967. Estimates for periods back to 1961 have been revised to include Aboriginals in national totals, but census statistics prior to that date are not comparable to data after 1961. Data on Aboriginals are still difficult to collect and statistics should be interpreted with caution.

Unlike the U.S. census, the Australian census asks the respondent's religion, but the accuracy of responses is unknown due to the sensitive nature of the question. The church of England is the religious affiliation stated most often, although it declined from 39 percent of the population in 1933 to 28 percent in 1976. The proportion of Catholics has increased over the past 40 years, from 20 percent in 1933 to 26 percent in 1976. This is attributed to the large number of immigrants arriving from predominantly Catholic countries. Another effect of immigration is the increase in the number of Greek Orthodox and Muslims. Members of the Greek Orthodox Church were 3 percent of the population in 1976, but were not large enough in 1933 to count as a separate category. Muslims increased from 0.4 percent of the population to 1 percent in 1976. Persons stating that they had no religious affiliation increased from 0.2 percent to 8.5 percent between 1933 and 1976.

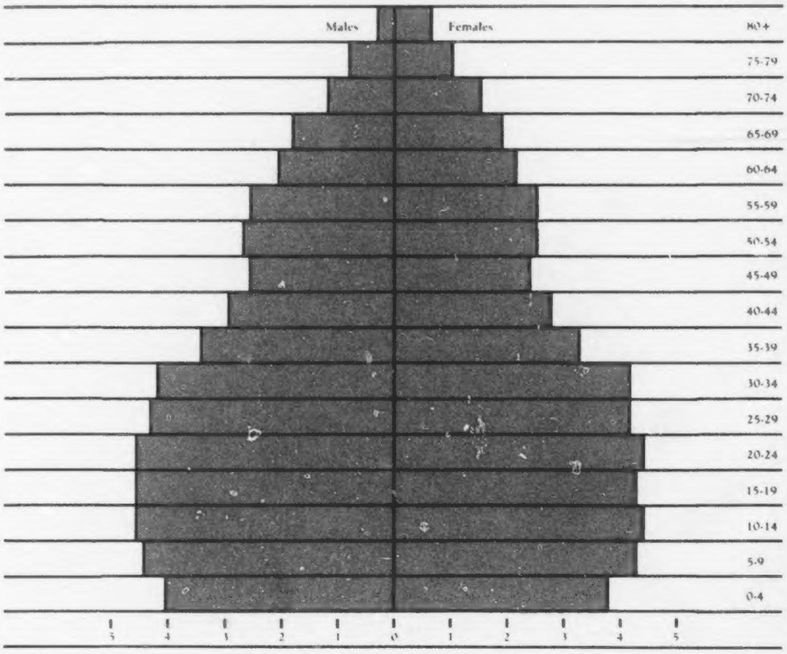
Age Distribution

Australia's age distribution is similar to that of the U.S. In 1981, 25 percent of the population was under age 15 (vs. 23 percent in the U.S.) and 10 percent of the population was aged 65 and older (vs. 11 percent in the U.S.). Australia experienced a post-war baby boom similar to that in the U.S., but its population is somewhat younger because of higher rates of immigration. (Migrants are characteristically younger than the native population.) Life expectancy in 1979 was 71 years for men and 78 for women, about one year longer than in the U.S.

Australia's birth rate is similar to that of other industrialized countries, 15.8 births per 1,000 popula-

Australia, Estimated Resident Population by Age: 1981

(in percent)



Age groups	*Total*	*Males*	*Females*
0-4	1,138,483	583,553	554,930
5-9	1,270,950	650,021	620,929
10-14	1,316,645	672,815	643,830
15-19	1,298,500	661,159	637,341
20-24	1,303,360	660,326	643,034
25-29	1,231,668	623,412	608,256
30-34	1,225,384	620,020	605,364
35-39	989,597	503,606	485,991
40-44	834,347	427,530	406,817
45-49	734,819	377,332	357,487
50-54	773,236	394,056	379,180
55-59	740,624	369,766	370,858
60-64	613,948	292,586	321,362
65-69	535,777	250,361	285,416
70-74	401,247	175,989	225,258
75+	510,210	189,100	321,110
All ages	14,926,786	7,449,623	7,477,163

tion in 1981. Rates are highest in the Northern Territory (24.9 per 1,000) and lowest in South Australia (14.7 per 1,000). The death rate of 7.3 deaths per 1,000 population is one of the lowest among industrialized nations, below that for the U.S., the United Kingdom, France, and Sweden.

Households and Families

In Australia a household is defined as a group of people living together as a single domestic unit who share common eating arrangements. A person living alone is also a household. It is possible for more than one household to live in one house or structure. For example, a lodger who lives with a family but provides all his own food is not a member of the family's household. Australia had 4.6 million households in 1980. Average household size was 3.1 persons.

In 1981, 61 percent of Australian men and 59 percent of Australian women aged 15 and over were married. The age at first marriage was about 25 for men and 22 for women in 1979. Just as June is the most popular month for weddings in the U.S., December has the highest number of weddings in Australia. In "the land down under," December weather is comparable to our June weather.

Divorces reached a peak in 1976 when the Family Law Act of 1975 took effect. This legislation declared "the irretrievable breakdown" of the marriage as the only necessary grounds for divorce. From an annual total of 18,000 divorces in 1974, the number of divorces shot up to 63,000 in 1976. The number has since declined, but there still were 41,000 divorces in 1981, or 2.8 for every 1,000 Australians.

In 1975, 91 percent of all Australian families were two-parent, 8 percent were female-headed, and 1 percent of families were headed by unmarried males. Almost half of one-parent families had only one child, compared with only one-third of two-parent families.

The average number of children per adult married woman was 2.1 in 1979. Fertility was highest among Australian-born women, those in nonmetropolitan areas, and those not in the labor force. Less than 4 percent of women expect to have no children, and another 6 percent expect to have only one child. Forty-three percent of married women expect a completed family size of 2 children, 29 percent expect 3 children, and 18 percent expect 4 or more children.

Housing

The Australian census defines an occupied dwelling as "premises occupied by a household on Census night." Therefore, the number of occupied dwellings is equal to the number of households, about 4.6 million. This census definition of a dwelling means that the total number of dwellings may be greater than the total number of known structures.

A private dwelling is normally a house, room, or flat, but it can also be a tent, houseboat, or caravan (the Australian term for mobile home). Non-private dwellings are motels, hotels, boarding houses, religious and charitable institutions, defense establishments, caravan parks, and other places in which occupants share communal eating facilities.

Approximately 16 percent of all dwellings contained single-person households, while another 28 percent were two-person households. Twenty percent of all dwellings consisted of households with five or more persons. Three and four person households represented 37 percent of all dwellings.

In 1976, 87 percent of all families lived in detached, single-family homes. Approximately half of all housing units had three bedrooms, and another 16 percent had four or more bedrooms. Fifty-five percent of dwellings had five or six rooms, another 20 percent had four rooms or less and 25 percent had seven or more rooms.

Sixty percent of homes used electricity for cooking in 1976; 30 percent used gas and 10 percent used some other form of fuel. Over 90 percent of homes relied on piped water from mains; the rest got water from rain water tanks or other sources. Over 70 percent of dwellings were connected with main sewers in 1976.

Almost three-quarters of Australians owned their own homes in 1978, higher than the two-thirds ownership rate in the U.S. Homeownership rates were slightly higher in the six capital cities. Approximately 50 percent of renters lived in a single-family home, 26 percent occupied a flat, and 24 percent occupied some other type of dwelling, for example a semi-detached house. Renters living in a single-family home paid an average of $164 per month. Rents were highest in New South Wales and lowest in South Australia.

Education

Literacy in Australia is almost 100 percent. Schooling is compulsory to age 15 in all states except Tasmania, where it is 16. About 90 percent of all school-age children attend school. Rural children have slightly lower levels of attendance than urban children.

Population of Capital Cities and Other Statistical Divisions of 100,000 or More: 1981

Sydney, New South Wales*	3,204,211
Melbourne, Victoria*	2,578,527
Brisbane, Queensland*	1,086,470
Adelaide, South Australia*	952,700
Perth, Western Australia*	918,212
Newcastle, New South Wales	389,212
Wollongong, New South Wales	222,488
Canberra, Australian Capital Territory*	220,423
Hobart, Tasmania*	128,603
Geelong, Victoria	125,269
Gold Coast, Queensland	104,620
Total	9,930,735
Percentage of total population	67%

*Indicates capital city

The provision of schools is the responsibility of state governments. The Commonwealth is responsible for schools in the Northern Territory and the Australian Capital Territory. In 1981 there were over 9,500 primary and secondary schools in Australia. About three-quarters were government sponsored. The rest are Roman Catholic, Protestant or non-sectarian. About three million students were enrolled in primary and secondary schools in 1981. Just over three-quarters of these students were in public schools.

Australia's system of higher education includes 19 universities, 71 colleges of advanced education, 6 teachers' colleges, and about 1,300 technical schools administered by the government.

Communications

The morning newspaper with the largest circulation in 1980 (630,000) was Melbourne's *The Sun News-Pictorial*. Other papers with circulations of 200,000 or more are in Brisbane, Sydney, Melbourne, Adelaide and Perth.

The weekly magazine with the largest circulation is *Women's Weekly*, with over 800,000 readers. *TV Week*, *Reader's Digest*, and *New Idea* follow with about 500,000 circulation. *Penthouse* and *Playboy* (about 200,000 each) have only half the circulation of *Woman's Day* and *Family Circle*.

Commercial Australian television networks are required to carry a certain amount of first release Australian programming during the prime time hours of 6 to 10 p.m. In 1980 this averaged 45 percent of the content of commercial stations. Networks also are required to televise four "big-budget" specials per year, in the form of variety shows or dramas.

Nearly 100 percent of Australian homes had television sets in 1980, up from 44 percent in 1960. Eighty percent of all homes had color TVs in 1979, up from 17 percent in 1975. The Australian Broadcasting Tribunal estimates that the capital cities of Sydney and Melbourne have the largest potential television markets. Nearly 90 percent of Australians watch commercial television and about 10 percent watch public television (Australian Broadcasting Corporation, or the equivalent of our Public Broadcasting System).

The most popular children's television show in 1980 was *The Wonderful World of Disney*, with one-third of all children aged 5 to 12 tuned in. *The Muppet Show* and *Chips* came in second and third with 28 percent and 24 percent of young children viewing.

Television handles the largest proportion of advertising in Australia (29 percent), followed closely by metropolitan newspapers (28 percent). Other newspapers and magazines account for 22 percent of advertising, outdoor billboards for 10 percent, radio for 9 percent, and movies for 2 percent.

The Labor Force

One of Australia's most popular exports is a rock group called "Men at Work." According to the most recent labor force survey, nearly 4 million Australian men were at work in 1980. Seventy-nine percent of all men were in the labor force in 1980, a slight decline from 81 percent in 1975. Women's labor force participation rate in 1980 was 44.7 percent, up somewhat from 43.1 in 1975. Approximately 42 percent of married women were in the labor force in 1980. Women comprised 36 percent of the Australian labor force compared with 42 percent in the U.S. in 1980.

The industrial composition of the Australian labor force is roughly comparable to that in the U.S. About 30 percent of the work force is in industry and commerce, 33 percent in services, and 30 percent in government. Seven percent of Australians are in agriculture, compared to less than five percent of Americans.

The largest occupational category is that of tradesmen, production process workers and laborers, and miners. This grouping accounted for 31 percent of all employed persons in 1980. The next single largest occupation is clerical workers, representing 20 percent of the labor force, followed by 14 percent who are professional and technical workers. Managerial workers comprise six percent of the labor force.

Percentage of Australian Households Owning Appliances March-April, 1979

Refrigerators	96.4
Vacuum cleaners	89.5
Sewing machines	72.4
Color television	69.6
Motor lawn mowers	68.5
Electric blankets	65.0
Electric stoves	64.1
Gas stoves	34.4
Cassette recorders	64.0
Hair dryers	63.8
Food mixers	63.3
Automatic washing machines	58.1
Semi-automatic washing machines	27.1
Freezers	38.5
Clothes dryers	35.7
Air conditioners	27.2
Dishwashers	11.7
Swimming pools	9.8

The average Australian works 35 hours per week. The number is lower for women (28 hours) and higher for men (39 hours). Full-time workers average 40 hours per week. Fourteen percent of workers put in 49 hours or more per week in 1980. The government estimates that 3 percent of all workers hold a second job.

Membership in trade unions is about 2.9 million workers. There were 316 unions in 1980, and seven unions with 80,000 or more members accounted for one-quarter of all membership. There were 2,000 industrial disputes in 1979 which resulted in 4,000 lost working days, but Australia has a lower rate of work days lost than the U.S. The majority of Australian workers (80 percent) reported that they were either "satisfied" or "very satisfied" with their jobs in 1979.

Income and Lifestyle

The standard of living in Australia is similar to that in the U.S. even though Australians complain that their standard of living has deteriorated since World War II. Per capita income was the equivalent of U.S. $9,914 in 1980. Average weekly earnings for men were about $282 U.S. dollars at the 1980 average exchange rate. Earnings were highest in the Australian Capital Territory and lowest in South Australia.

Despite their British origins, Australians drink more coffee than tea. Per capita tea consumption dropped from 2.2 kg. in 1970 to 1.6 kg. in

1980, while per capita coffee consumption has increased from 1.3 kg. to 1.7 kg. Consumption of carbonated drinks has increased even faster, from 47 liters annually per person in 1969 to 67 liters in 1979. Nearly 2 million liters of beer are drunk annually in Australia, or 134 liters per person (up from 82 liters per year per person 30 years ago). Beer can collectors in the U.S. are familiar with the oversized Foster's cans produced in Australia. Wine consumption is 16.5 liters per person, and spirits only one liter per person annually.

Just over one-third of the population smokes cigarettes. Rates are higher for men than women (43 vs. 29 percent), and people aged 25 to 44 have higher rates than other age groups. Miners have the highest rates of smoking while professionals have the lowest rates.

A recent survey of leisure time activities taken in Sydney found that 44 percent of respondents watched TV for eight or more hours per week and 32 percent did not watch TV at all. Approximately one-third of respondents went to a movie, dance, party, or concert during the week. People in the sample read an average of six hours per week, but 9 percent did not read newspapers, 42 percent did not read magazines, and 48 percent did not read books.

THE URBAN SCENE DOWN UNDER

One of the first reactions to Australia by a visitor from the United States is the apparent similarity to home. Jet lag, yes; culture shock, no.

Australia's large metropolitan areas of Sydney and Melbourne at first glance seem similar to cities in the U.S., places like Minneapolis and Seattle. But soon the differences are noticeable.

First is neighborhood shopping. Unlike the U.S., where downtown and neighborhood shopping are fighting what seems to be a losing battle with regional malls, neighborhood shopping is alive and holding its own in urban Australia. Some Australians are miffed at the current invasion of Seven-Elevens from the States, especially if they displace a venerated (if sparsely patronized) milk bar. But the good news is that convenience stores are going into older city neighborhoods, not just the suburbs.

Another contrast is the absence of extremes in urban housing conditions. Australia has neither Watts nor Winnetka. The average Australian has about the same purchasing power as his American counterpart. But the income distribution is less spread in Australia, and this is apparent in housing. Australian laws don't give American-style tax breaks to home owners, which further reduces the investment motivation for housing consumption.

Higher-income Australians are about as likely to live in the inner city as are lower-income Australians, another contrast to the United States where household incomes in suburbs are, on average, higher than in cities. As here, Australia's metropolitan populations are spreading out over a wider area, leaving smaller households and a declining population in the city. But unlike the U.S., average incomes in Australian cities are increasing compared to their suburbs. By this definition, Australia is experiencing a genuine urban resurgence.

Australia's metropolitan areas have less developed transportation networks than in the U.S., and public expenditures in Australia are only minimally tied to the local tax base. Racial and ethnic conflicts are few. All three reasons probably contribute to the different courses being followed by the cities in the two countries. An American visitor to Australia's cities 20 years from now may well find more contrast with home than he does today.

—John L. Goodman Jr.

John L. Goodman Jr. is a senior research associate with The Urban Institute.

Teenagers have the highest rate of movie attendance of any age group. Australians aged 14 to 17 saw an average of 14 movies per year in 1980, followed closely by those aged 18 to 24. People aged 25 to 29 saw 9 movies per year, and those over 30 saw about 6 movies per year.

A 1981 survey of 11,000 people aged 13 and over, reported by SRG International, asked which activities people participate or take an interest in. The percentage of people who responded for each activity is as follows: church, 32; gardening, 59; motoring for pleasure, 43; music, 76; pop concerts, 15; reading, 70; home maintenance or decorating, 49; sport, 64; live theater, 26; eating out, 49; beach and water activities, 57; and camping, 36.

In addition to other types of entertainment, Australians have legalized gambling. Some state governments operate lotteries, the revenues from which provide funds for hospitals, charities, and social services. Types of gambling, depending on the state, include horse and greyhound racing, poker machines, Lotto, and soccer pools.

An Ogilvy and Mather survey conducted in 1980 showed that Australians eat almost one-third of all meals away from home. Twenty-eight percent eat lunch away from home five days a week. Twenty-eight percent also eat at least one evening meal a week away from home. Chinese restaurants were the most popular, followed by Italian, French, and Greek.

Ten percent of Australian families owned three or more cars in 1980; 30 percent owned two cars. The one-car family comprised 47 percent of the total, while 12 percent of families had no car in 1980. There were 4.7 million cars registered in 1979, 905,000 station wagons, 500,000 trucks, and 300,000 motorcycles. Like the U.S., Australia has one of the world's lowest average number of persons per car: 1.96 vs. 1.49 in the U.S. Mexico, by comparison, averages 13 persons per car; Kenya 52 persons per car; and India has an average of 366 persons per car.

Sources of Information

The most entertaining source of statistics on Australia is a 200 page paperback titled *Australia in Figures* by W. G. Coppell (1981). It can be ordered from Penguin Books Australia Ltd., 487 Maroondah Highway, P.O. Box 257, Ringwood, Victoria 3134, Australia (A$7.95). This graphically illustrated book covers population, media, labor force, cost of living, law and order, foreign trade, and physical resources, among other topics.

The Australian Bureau of Statistics publishes a *Yearbook Australia*, compiled by R. J. Cameron, Australian Statistician. The most recent volume is No. 66, 1982 (ABS Catalogue No. 8122083 — softcover and 8122152 — hardcover). The softcover price is $18. The hardcover price is $23. Add $5 for packing and postage for either edition. It can be ordered by mail from: Mail Order Sales, Australian Government Publishing Service, P.O. Box 84, Canberra A.C.T. 2600. Telephone 95 4411. Telex AA62013 or over the counter at Australian Government Publishing Service Bookshops.

The Australian Bureau of Statistics offers a wide variety of statistical data. They are available to users on computer tape, microfiche, and computer printout in addition to their 1,900 printed reports each year (most of which are free). Unpublished data also are available on request.

The *Australian Demographic Statistics Quarterly* is published four times a year and reports on the most recent census and survey data. A subscription can be ordered from the Australian Bureau of Statistics.

The Organization for Economic Cooperation and Development (OECD) has published a report of their 1981-82 economic survey of Australia (c. 1982). It is available from the OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave. NW, Washington, DC 20006 (Tel. 202-724-1857) for $4.00.

The U.S. Department of State's Background Notes Series includes a profile of Australia (Pub. No. 8149) dated April, 1982. This seven page summary is available from the U.S. GPO; subscription price for the series is $18 per year or $22.50 for foreign mailing.

The U.S. Department of Commerce's International Trade Administration published the "Foreign Economic Trends" profile on Australia in June 1982 (FET 82-045). Single copies are available from USGPO for $1.50. An overseas Business Report on Australia was published in May 1981 (OBR81-12) and is available for $1.25 from USGPO.

One market research firm in Australia is SRG International, Ltd., which has offices in New York City at 80 East 11th Street, New York, NY 10003. Telephone (212) 260- 6500. The Director is Jerry Stafford. SRG has a new volume coming out on Australia later this year that will include the latest census information as well as survey data on consumption and ownership of durables. •

—*Daphne Spain*

Sources/*Con't from p. 16*

Generally speaking, the more sophisticated a country's economy, the more sophisticated its demographic data.

The UN and the Census Bureau demographers fill their publications with masses of footnotes, letting researchers know the reliability of the figures presented there. The principle they follow is consistency. If the male/female ratio in a particular country drops significantly, this could reflect a decision on the part of adult men not to be counted. Maybe they are avoiding military service. Whatever the reason, it is important in how it affects the rest of the data.

Cultural differences play a part here. Many demographic items the U.S. considers objective information are culturally charged in other countries. Don't rely on statistics about women in a country where census enumerators aren't allowed to interview them. Demographers say such information is not reliable, based on cross-checks with administrative records. This may be because male heads-of-households give incorrect information about women in the household, or it may be because women's work is not considered important within the culture.

One problem in adjusting data for cultural biases is that the biases rarely are the same for everyone in the population. In a culture where boys are prized more than girls, a father may tell the census taker he has more sons than he actually has — while his neighbor who has many sons may be less inclined to lie about his daughters.

Comparability

Cultural differences affect data comparability as well as reliability. If housing data are important, know exactly what the term "house" means in the countries you are analyzing. A distributor of roofing materials, for example, might be interested in a country where there is a high ratio of detached homes to population. But if mud and straw are the main building materials, it might not be a lucrative market, no matter what the demographics look like.

Always ask for the definition behind the statistics. Definitions of what is urban vary, as do definitions of a household, even of a marriage. Read the footnotes. Talk to the experts. Definitions of person, male, female, and death are fairly universal, but beyond that, demographic and socio-economic terms are influenced by culture. The international data sources generally rely on information a country supplies, without changing that country's definitions. •

—*Martha Farnsworth Riche*

Ed. Note: Previous issues of International Demographics have detailed what information is available from the U.S. Census Bureau, World Bank, United Nations, Population Reference Bureau, International Labor Organization, Bureau of Labor Statistics, the OECD, and the European Community, among others. Agencies in future issues will include CELADE, USAID, WHO, UNESCO, and more private data companies. New subscribers can order back issues at $14 each by calling (800) 828-1133 or in NYS (800) 462-8686.

Regions

Europe

Italy

The twelfth Italian census was held in October 1981. Although only preliminary results are available, they do outline some of the country's broad socio-economic characteristics.

A certain dualism exists in Italy today. The north and central regions are highly industrialized and modern in their approach to agriculture. In the south, however, industry and agriculture are less developed, even though there is strong government support for them.

Population

The permanent resident population of Italy was 56.2 million in 1981. Fifty-one percent were female and 49 pecent male. Population growth in the last decade added 2.1 million persons. There was little emigration in the last decade, and the rate of population increase was the lowest since the 1920s when there was mass emigration after World War I.

The total number of people in Italy in 1981 as opposed to permanent residents — was 56.3 million. This is the first time in history that immigrants have raised the total population higher than the number of permanent residents, reflecting nearly half a million immigrants from North Africa. Most of the immigrants are unskilled workers seeking employment in urban areas.

Italy now has the same population growth pattern as its northern European neighbors. In past decades the country's slow growth rate was the result of the emigration of the young. Now growth is slow because of a decline in birth rates. The share of the population accounted for by children under age 4 fell by 1.6 percentage points in the last decade to 6.5 percent, and those between 65 and 74 have increased their share by about 1.2 percentage points. Even the share of the population over 74 has increased by nearly 1 percentage point.

Italy, Population by Age and Sex, 1980

(in percent)

AGE	*TOTAL*	*MALE*	*FEMALE*
0-4	3,748,564	1,924,206	1,824,358
5-9	4,343,242	2,230,420	2,112,822
10-14	4,606,739	2,358,954	2,247,785
15-19	4,561,327	2,333,691	2,227,636
20-24	4,052,702	2,060,717	1,991,985
25-29	3,921,951	1,989,537	1,932,414
30-34	4,028,215	2,026,821	2,001,394
35-39	3,599,861	1,787,964	1,811,897
40-44	3,783,624	1,865,534	1,918,090
45-49	3,654,620	1,795,861	1,858,759
50-54	3,541,409	1,722,713	1,818,696
55-59	3,432,712	1,610,709	1,822,003
60-64	2,113,630	969,577	1,144,053
65-69	2,728,561	1,231,331	1,497,230
70-74	2,171,896	934,281	1,237,615
75+	2,709,994	997,827	1,712,167
ALL AGES	56,999,047	27,840,143	29,158,904

Italy's regions have grown unevenly in the last decade. The highest growth rate, of 5.5 percent, was in the south. Central Italy grew 4.4 percent and Northern Italy 2.6 percent. The large exodus of the southern population to the north — especially to the industrial triangle of Turin, Milan, and Genoa, characteristic of the 1950s and 1960s — is over.

Thirty-two of Italy's 95 largest cities had population declines in the past decade. Turin lost 6 percent of its population, Milan 5 percent, Genoa 7 percent, and Naples 2 percent. Palermo had the largest increase, 9 percent, and Rome grew by 1 percent.

The 1981 census shows increasing suburbanization. Many of the people who work in cities or urban areas in the north are living in smaller nearby towns. Districts around cities in that region have grown as the cities themselves have lost population.

In the north, cities are saturated and industrialized, pushing people toward a more comfortable life in the country. In the south, the cities continue to attract a rural population eager to find employment opportunities and upward social mobility.

The Family

There were 18.5 million families in Italy in 1981. About a half million people live in hospitals, religious communities, prisons, and other institutions. The average family size has dropped slightly from 3.3 persons in 1971 to 3.0. The number of families has increased by 16 percent since 1971, compared to a 4 percent population growth. While there is wide variation in other demographic characteristics among Italy's regions, there is little variation in family size.

Households

The 1981 census recorded 22 million houses and apartments, and 87 million rooms. The average number of rooms has increased from 3.7 to 4, indicating that the Italian lifestyle is becoming more comfortable.

The 4.3 million unoccupied homes included second homes used for vacations at the seaside, in the mountains and near lakes, as well as vacant homes waiting for sale or rental when the census was taken.

Between 1971 and 1981, there was a 104 percent increase in housing units. Southern Italy had a 30 percent increase in new homes, higher than the other regions, because of returning emigrants who saved enough money to build new homes, and because of northern and central families building second homes on the southern coast.

The increased population growth on the southern coast due to migration and tourism has made it difficult for government services to keep up with the pace, but the continued interchange between country and city and among regions has contributed, in part, to eliminating socio-cultural differences and promoted a more uniform way of life throughout the nation.

Education/Communications

The educational system in Italy has expanded at all levels. In 1981, there were 11 million students, an increase of 15 percent over 1971. The number of children in grades one through eight increased 4 percent, in high school 46 percent, and in college 52 percent.

The expanded school system has promoted book production and encouraged periodicals. In 1981 there were 121 newspapers, 523 weekly magazines, and 3,057 other periodicals.

Radio and television are important sources of information and dominate advertising. Counting only the national television network (R.A.I.) there were nearly 14 million television subscribers in 1981. Seventy-three percent of these were in the northern and central regions.

Telephones are widely available — about 38 per 100 persons. Public transportation — trains, buses, and subways are used more heavily than in the United States. Even so, car ownership is common.

Labor Force

Italy is quickly becoming a service-based economy with 50 percent of the labor force employed in the service industry in 1981, and only about 5 percent employed in agriculture. The rest are employed in manufacturing.

The number of small firms also has grown in Italy. Larger factories still are being built by the government in Southern Italy, but in the north, the industrial census shows that new, privately-owned factories are smaller and have fewer employees than was true in the previous four industrial censuses. The larger firms in the south seem less able to adapt to the variable needs of the marketplace and have not borne the recent world economic crisis as well as those in the north.

The north continues to be the most industrialized region in Italy. There were 18 workers for every 100 inhabitants in the north, while in the central region there were 12 workers for every 100 people, and in the south, only 6. The national average is 13 workers for every 100 people.

Consumption

Italy's income is distributed unevenly between the north and the south. Because fringe benefits to Italian workers are often large, average monthly income statistics underestimate the amount of income workers receive. In late 1980, when the dollar was equal to 865 Italian lira, monthly income averaged about US $900 per worker.

Of the consumption expenditures for the average family, 31 percent went toward food in 1980, 10 percent to clothing, 21 percent to housing. About 39 percent was allotted to education, recreation, medical care, and transportation.

In cities, expenditures on housing, clothing and recreation tend to be higher, but even in expenditures there is evidence of a more uniform way of life as the urban culture moves into the rural areas.

—Luigi Rossi

Luigi Rossi is a research professor at the University of Salerno and lives part of each year in the U.S.

Cities of More Than 500,000 Persons: 1981

Northern:	
Torino	1,115,811
Milano	1,651,466
Genova	769,255
Central:	
Roma	2,888,786
Southern:	
Napoli	1,229,345
Palermo	708,905

France

The preliminary results of the 1982 French census, taken July 27, shows 54,257,300 people, an increase of 0.4 percent since 1975 compared with the 0.8 percent increase in the intercensal period from 1968 to 1975. The decline in population growth is the result of both lower fertility and less immigration, according to the National Institute of Demographic Studies.

French Day Care

In the past 20 years many young French mothers have remained in the work force, and child care has changed from a private matter to a public concern. In 1968, 28 percent of married women with a child under age three were working. In 1982, the proportion was over 50 percent. A far higher percentage of young children are enrolled in nursery schools in France than in any other country (41 percent of three year olds, 87 percent of four year olds). For children of working mothers, these numbers are even higher (76 percent of three year olds, 95 percent of four year olds).

The National Institute of Demographic Studies and the Center for the Study of Revenues and Costs in France surveyed 4,000 mothers in 1981 to find out who cared for young children not yet in school. They found that 29 percent are cared for at home, 60 percent outside the home, and 11 percent a combination of these. Among one year olds, 70 percent are cared for in their homes, as are 65 percent of the two year olds.

Where a child is cared for frequently depends on the type of work the mother does. Eighty-six percent of children whose mothers worked at home were cared for at home (for example, as high as 93 percent for children whose mothers are in farming). Half of all part-time salaried workers and 77 percent of full-time salaried workers have their children cared for away from home. Women working in offices and in commerce have the highest rate of outside care, 81 percent. The more urban the location, the more likely that children will be cared for out of the home.

Half the children of working mothers cared for at home are cared for by their mothers. Otherwise the care giver is most likely a family member. Only 15 percent of children cared for in the child's home are tended by a paid babysitter. For care outside the home, the babysitter assumes more importance, 57 percent. Metro-Paris is a notable exception: babysitters in the child's own home account for 23 percent of care, and outside the home day care centers provide 33 percent of care (as contrasted with 12 percent for the whole country).

Grandmothers turn out to be the "hidden" child-care providers in France. Twenty-seven percent of all children of working mothers are cared for by a family member other than a parent. Half of these are maternal grandmothers. Industrial workers are most likely to use family members for child care (42 percent), while managerial and office personnel tend to use babysitters, and teachers use the day care centers. Mothers are six times more likely than fathers to accompany the child to and from the day care site.

As for non-working mothers, when they need to go out for the day, they usually take their children with them (68 percent). In 20 percent of the cases they leave the child with a family member. The use of babysitters and halte-garderie — what we might call a babysitting business — is remarkably low.

—Susan Robey

Source: Population & Societies, No. 161, September, 1982, l'Institut National d'Etudes Demographiques, 27 rue de Commandeur, 75675, Paris Cedex 14, France.

Latin America

Fertility Goals Set For The Americas

The Western Hemisphere Conference of Parliamentarians on Population and Development which met late last year in Brasilia has set a goal of reaching replacement level fertility throughout the Americas around the year 2000.

Replacement level fertility, as explained by the Population Reference Bureau, is the level of fertility at which a cohort of women on the average have only enough daughters to "replace" themselves in the population. Replacement level is about two children in countries with low child mortality and about three children in countries with high mortality. Population growth in Latin America will stop when replacement level is sustained for about 50 years, if there is no immigration from other parts of the world.

Among the objectives set by the conference were:

—Reduction of infant mortality to below 50 deaths per 1,000 children under the age of 1.

—A life span exceeding 65 years of age for all of Latin America; and

—The availability of family planning information to allow couples to plan their families.

Rapid urbanization and unemployment are the hardest blows from the population growth in Latin America, according to Rafael Salas, executive director of the United Nations Fund for Population Activities.

Salas told the conference that Latin America's labor force totalled 55 million in 1950, 99 million in 1975, and will reach 197 million by the end of the century.

"In Mexico and Central America, alone, roughly 1.2 million additional jobs will be needed each year until the end of the century," Salas said.

Projections show that 10 of the world's largest cities with populations over 5 million will be located in the Latin American region by the end of the century.

"These cities will be growing rapidly, creating immediate problems of food, water, housing, health and education," Salas said. "And the prospect of massive urban growth carries even more somber implications.

"Will the networks which support urban life and the shared standards which allow people to live together as part of a large and complex settlement be able to sustain such increases, or will they break down under the strain?" Salas asked.

A complete report on the conference is contained in the December, 1982 issue of *Popline*, published by the Population Action Council, 110 Maryland Ave., N.E., Washington, DC 20002.

An article detailing the problems that intense industrial development and rapid population growth are causing in the Greater Sao Paulo Metropolitan area in Brazil appears in Vol. 9, No. 3 of *Populi*, The Journal of the United Nations Fund for Population Activities, 220 East 42nd St., New York, NY 10017. *Populi* costs $2.50 per issue.

Chile

Housing sizes in Chile have been shrinking since mid-1981, reversing a trend. The average size of residences is now 54 square meters compared with 79 in 1981. Cost also has dropped. Housing now averages $97 a square meter versus an earlier rate of about $113 a square meter, according to *Chile Business Update*, a newsletter published by Information International Publishers in Victoria, Canada.

Peruvian Health Care

Look for health care products to be important exports to Latin American countries in the 1980s.

In Peru, for example, a newly-adopted primary health care program is being supported by a loan of $33.5 million from the International Bank for Reconstruction and Development. The program is designed to extend basic health care to people who do not now receive it. Families in Peru's shantytowns and poor rural areas suffer from a high incidence of infant mortality, malnutrition, and infectious disease.

The project, under the direction of the Ministry of Health, will help train about 27,000 people in health care, and construct and equip health posts and health centers that deliver first-line health care. The concentration will be in four regions: La Libertad on the northern coast, the slums surrounding Lima, Centro Medio in Peru's Sierra, and Huanuco, a jungle region. A total of 3.5 million people are expected to be reached by the new services.

Asia

Japan

Young Japanese adults between the ages of 20 and 24 have become more practical in the last 10 years, but also more interested in spending their time on hobbies and sports and relaxing with their families.

The November 1982 issue of *Focus Japan* cites surveys which show that the "growing emphasis on one's private life among today's youth may reflect their rising level of affluence."

A government survey shows that the young adults acquired more durables in the last decade, largely because their salaries grew rapidly compared with those of older Japanese workers. The survey shows that 50 percent of all Japanese men aged 20 to 24 owned cars in 1980 as compared with only 8 percent in 1970. Nearly 50 percent of both young men and women had stereos; 59 percent of young men and 44 percent of young women had cameras.

Focus Japan reports that a survey by Fuji Bank found that average monthly spending of single adults on luxury items was about $190 for men and $150 for women. Married men are believed to spend only about $175 because more of their income goes to family support.

Both men and women spend over one-third of their monthly pocket money when in the company of friends. Over 40 percent of young Japanese women get together with close friends at least once a week, often eating out and shopping. *Focus Japan* comments that information spreads quickly by word-of-mouth among Japanese women. Young men spend their time with friends, gambling, playing games, and sports.

Less than 50 percent of the male university students polled in 1980 hope to work for the same employer throughout their lives, compared with two-thirds of the same age group in 1971. One-third of the students showed an entrepreneurial bent — wanting to change jobs or start their own businesses in the future.

Focus Japan is a monthly publication of JETRO. The U.S. subscription rate is $21 annually. Order from JETRO, Focus Japan Desk, 2-5, Toranomon, 2-chome, Minato-ku, Tokyo 105, Japan. Telephone (03) 582-5511.

Malaysia

The Asian Wall Street Journal reports that Malaysia's prime minister advocates increasing its population by 400 percent to 70 million people. Prime Minister Mahathir Mohamad is reported as saying that Malaysia needs a much bigger home market to promote manufacturing growth and that it could be supported with "hard work and improved productivity." Malaysia has 14 million people and is one of the lease densely populated Asian countries.

Oceania

New Zealand

The March 24, 1981 census of New Zealand found 3.1 million people on the islands, as follows: North Island 2.3 million; South Island 852,000; Stewart Island, 600; Chatham Islands, 751.

In the period between 1976 and 1981, New Zealand had a net loss of 15,000 people. The majority of the people on the islands are Europeans, nearly 2.7 million. There also are 280,000 Maoris, 18,000 Chinese, 92,000 Polynesians and 61,000 "other races."

About a quarter of New Zealanders belong to the Church of England. Sixteen percent are Presbyterians, 14 percent are Roman Catholics, 5 percent are Methodists, and about 2 percent are Baptists.

The population of Wellington, the capital, was 343,982 on census day. Other large population centers are Auckland, 829,519; Christchurch, 321,720; Dunedin, 114,033; Palmerston North 91,821; Hamilton 160,215; and Napier-Hastings, 112,045.

In 1980, there were 380,000 pupils in public primary schools and 46,000 pupils attending registered private primary schools. The number of children receiving full-time secondary education in 1980 was 226,000. In addition, 145,000 students were in technical classes and 29,000 were in correspondence school. The universities had a total of 52,000 students in 1980.

In December 1981 there were 2.2 million licensed motor vehicles, including 1.3 million cars and 133,000 motorcycles. The number of persons per car was 2.4.

U.S. Territories

Final population counts for Guam, American Samoa, and the Virgin Islands have been released by the U.S. Census Bureau.

In Guam the count was 105,979, an increase of 25 percent over the 1970 census. The final count of housing units was 28,249 including both occupied and vacant units. Housing units increased 69 percent in the last decade.

The final count in the Virgin Islands was 96,569, an increase of 55 percent over the 1970 census. There were 33,548 housing units counted, an increase of about 61 percent over 1970.

The total population on American Samoa as of April 1, 1980 was 32,297, an increase of 19 percent over 1970. There were 4,728 housing units, an increase of 5.3 percent.

Advance reports for the three territories are for sale for 35 cents each from the U.S. Department of Commerce District Offices and the Census Bureau: Guam (PCH80-V-54), Virgin Islands (PHC80-V-55), and American Samoa (PHC80-V-56). ●

Publications

Whitaker's Almanack 1983. London: William Clowes Ltd., 1983, 1220 pp., $46 (Distributed in the U.S. by Gale Research Co., Book Tower, Detroit, MI 48226).

This 115th edition of *Whitaker's Almanack* includes complete, up-to-date information on all aspects of trade, commerce, population, culture, history, education, politics, and government for Great Britain and all the countries of the Commonwealth, as well as detailed information about most foreign countries, including population data. The Almanack contains such listings as books published in Great Britain in 1981, principal newspapers, societies and institutions, life insurance companies, and so forth. This is a useful reference volume for those who do business on a regular basis with any British country.

Children: The Right to Be Wanted, Draper Fund Report No. 11, Washington, DC: Population Crisis Committee, 1982, 27 pp., Free.

Taking as its theme a year of silent emergency for children, one of whom died every two seconds in 1981 and the 17 million who will die in the next two years, this Draper Fund Report outlines various aspects of concern for children in developing countries. Nine separate articles address questions such as child spacing, the unwanted child, family disintegration in Latin America, the value and cost of children in changing societies, how family size is related to the development of individual children, and so forth.

In the first article, James P. Grant, executive director of the United Nations Children's Fund, discusses some of the after effects of a rapid increase in population growth followed by the decline in fertility rates which is occurring in nearly every region of the world.

"One effect is that 40 percent of the developing world's people are under the age of 15 and about to enter their childbearing years. As birthrates fall, the numbers of children as a proportion of the total population will also fall. But in our time, the Third World's ratio of younger to older — of dependents to providers — is at its height. In Germany or the U.S.S.R., for example, there are now two people of working age for every one who is too young or too old to work. In Bangladesh or Mexico or Nigeria, the ratio is one to one.

"The result is a temporary but powerful extra strain on the Third World's capacity to provide for its children. In education, for example, those of primary school age now amount to 25 percent of the population. In the industrialized world, the corresponding figure is 15 percent."

Anyone who wishes to obtain in one reading a fairly complete overview of the status of children in the developing world will find this report useful.

Order from: Population Crisis Committee, 1120 Nineteenth St., N.W., Suite 550, Washington, DC 20036. Telephone (202) 659-1833. Telex: 440450.

Advertising Directed at Children; Endorsements in Advertising, by the Committee on Consumer Policy, Paris: Organization for Economic Cooperation and Development (OECD), 1982, 64 pp., $6.

Advertising directed at children raises concerns all over the world. This report documents action that has been taken to regulate advertising to children in member countries of the OECD.

The report considers children as target customers, as tools to pressure parents, and as promotional objects in advertising.

While U.S. residents concentrate their concern on television advertising's effect on children, in some countries — Belgium, Denmark, Sweden, and Norway, for example — television advertising is forbidden. In those countries, people are concerned about advertising found in such other media as posters, pamphlets, packaging, the press, cinema, and radio. In the Nordic countries, for example, the report tells us, attention is directed to commercial material in schools.

The report summarizes studies and existing regulations in member countries.

In the United Kingdom, there is a general rule of the independent Advertising Standards Authority, that "advertisements addressed to children or young people, or likely to be seen by them, should not contain anything, whether in illustrations or otherwise, which might result in their physical, mental, or moral harm, or which exploits their credulity, their lack of experience, or their sense of loyalty."

In Turkey, more clearly defined regulations exist. Children cannot, for example, be used as publicity objects. In promoting products directed at children, they can appear only in the company of a member of their family. Advertising that shows children in potentially dangerous situations such as climbing on tables or leaning over bridge parapets is not acceptable, nor is advertising that encourages them to collect coupons, labels or capsules.

This report not only summarizes current legislation but gives some insight into the future of advertising regulation in member countries. It is a useful document for those who may advertise in any of the OECD member countries.

Order from OECD Publications, 1750 Pennsylvania Ave., N.W., Washington, DC 20006.

Information on the Enforcement of Laws Regarding Employment of Aliens in Selected Countries, 1982, Washington, DC: General Accounting Office, Free. (Order from U.S. General Accounting Office, Document Handling and Information Services Facility, P.O. Box 6015, Gaithersburg MD 20760.)

This report, prepared at the request of Senator Alan K. Simpson, summarizes GAO findings of the way 20 countries enforce laws on the employment of illegal aliens. Simpson is chairman of the Senate Subcommittee on Immigration and Refugee Policy. The review was designed to assist the United States in the reform of its own laws on employing aliens, but is useful information for firms who have manufacturing or other operations in one of the 20 countries in the report.

Report on Social Developments Year 1981, Luxembourg: Office for Official Publications of the Euro-Community, 1982, 166 pp., $9.50.

This volume summarizes European community developments in employment, vocational guidance and training, industrial relations, working conditions, wages, income and asset formation, housing, family affairs, social security, work safety, and health protection, in each country of the European Community.

From the section on family affairs, for example, the reader learns that all the member states are attempting to curb expenditures on services for families such as home helpers and day nurseries, that the number of people in institutions is being reduced as a cost-saving measure, and that the shifting role of women in modern society is having an impact on laws and lifestyles in all the member states.

Retirement Age Policy: An International Perspective by Sara E. Rix and Paul Fisher, New York: Pergamon Press, 1982, 140 pp., $22.50.

As early as 1960, five European countries — France, Sweden, Denmark, the United Kingdom, and West Germany — had populations as old as the United States population is now.

This cross-national study of retirement age policy highlights the differences in labor attitudes about retirement and retirement age between the countries mentioned and the U.S. Despite the differences, the authors tell us, both Europe and the U.S. face the same problem: "a growing dependency burden resulting from increasing fertility and an increasing proportion of pensioners, a possibly shrinking demand for manual and nonmanual workers, a slowdown in economic growth and so forth. In the presence of unemployment and inflation, the short-term outlook for balancing the books of social security carriers and private pension funds is almost identical."

The demographics of employment and retirement trends in the five European countries are set forth in charts and tables, as well as analysis.

In most of the European countries, labor force participation rates of those people 60 or over have declined since the mid 1950s. It appears that there is little interest among workers in remaining on the job longer. Despite that, the authors predict that most countries will not reduce their retirement age.

The increase in women in the labor force in all the countries is suggested as one way to offset the growing dependency burden. However, the authors point out that data from the United States and two of the European countries suggest that "projected increases in female labor-force participation — in the short run, will not fully compensate for the decline among middle-aged and older men," primarily because women do not work as many hours nor earn as much as men.

The authors predict, however, that the dependency burden is probably manageable for at least a decade.

The United States is in the best position among the six countries because it has the experience of the European nations on which to draw. This volume is useful in understanding both the transition that has taken place in Europe and the changes that can be anticipated in the U.S.

The Philippines: Housing Finance. A World Bank Country Study by Madhusudan Joshi. Washington, DC: The World Bank 1982, 138 pp., $5.

The housing system in the Philippines suffers from a lack of long-term capital, a characteristic of the country's financial system. The World Bank mission whose work provided the information for this report found a highly segmented system, with private financial intermediaries serving the high-income segments of the housing market, and government intermediaries providing subsidies to moderate-income households. Government programs were aimed at serving households whose incomes were too low to allow them to participate in the formal housing finance system.

The report concludes that the availability of housing finance is a major factor in the housing situation in the country. The issues which would be raised if the availability of financing was increased are explored in this report.

Making the Most of Business Opportunities from World Bank Projects is just one of the many new publications included in the recently-released 1983 catalog of publications from The World Bank. The catalog is available from 1818 H Street, N.W., Washington, DC 20433, and includes listings of free publications as well as those for which there is a fee.

The Bank's U.S. bookstore, which had been located at the H Street address, has moved to 600 19th Street, N.W.

The Third World Economic Handbook by Stuart Sinclair, Euromonitor Publications Ltd., 1982, 198 pp., $68 (Order in the U.S. from Gale Research Co., Book Tower, Detroit, MI 48226.)

This handbook covers 21 countries including 9 OPEC members, (Saudia Arabia, Nigeria, Venezuela, Algeria, Gabon, Indonesia, Libya, Iraq, and Iran), 6 newly-industrializing countries (Brazil, Hong Kong, Mexico, Singapore, South Korea, and Taiwan), and 6 other developing countries (Argentina, Chile, Colombia, India, Thailand, and Zimbabwe).

While the handbook provides an overview of the economic situation in each of the countries and includes basic statistics such as annual GNP growth, inflation rate, private consumption in billions of dollars, and so forth, the information presented is changing so rapidly that it is difficult to see how businesses could use this book in any up-to-date analysis. Demographic information presented is readily available from other sources. ●

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Sources
Availability, Reliability, Comparability

A regular flow of timely and reliable data such as that available on the United States' population does not exist internationally, except in the most developed countries. Getting even the most elementary demographic data for making an international business decision can require pulling together numbers from a variety of sources.

Three principles guide this research: availability, reliability, and comparability.

Availability

Reliability and comparability often are a problem when evaluating international data, but these two principles don't even come into play when demographic data aren't available. There are three potential primary sources of demographic data for any country: the census, the vital statistics system, and household surveys.

The census obviously is the most complete source of data on population, households, and geographic location. The first clue to the availability of data in a country is whether it has conducted a census recently. The worst case is one where a country has never taken a census. Ethiopia is an example. The first national census for that country is now scheduled for later this year.

The next best source of population data after a census is the vital statistics system. If a country has conducted a census, but the most recent census data now are old, statistics on births and deaths can be used to update the population figures. Vital statistics in the more developed countries may also cover marriages and divorces, and can give some indication of what is happening to households. However, since these events are defined differently in different cultures, the user must understand each country's definitions.

Vital statistics also can be useful in tracking population growth in cities and regions, but make sure the system is complete. In Nigeria, for example, vital registration is limited to the capital city and events are counted when they are registered, not as they occur.

Fortunately, household surveys are becoming more common. In Thailand, for example, a monthly labor force survey produces data on employed persons by occupation, work status, and sex by municipal area, and monthly expenditures for food, goods, and services according to region and income class. Although the array of data produced by the Thai survey is thin compared with the kind of data marketers in the U.S. are accustomed to, it is rich compared with data for most developing countries.

Most countries know what proportion of their population is male, what proportion female. Countries that have conducted censuses within the last 10 or 15 years also probably have the age distribution of their populations, though it may only be in five-year age groups.

A majority of countries have information on labor force status: whether people work, their occupations, and what industries they work in. They also may have information on marital status and number of children.

Some countries have data on educational attainment, including the proportion of young people enrolled at different stages in the school system, but in other countries the best indicator of educational attainment is the adult literacy rate.

The information least available outside developed countries is what market researchers want most — statistics on income. That is not surprising given the relatively minor role that wages and salaries, as the U.S. knows them, play in most developing countries. Moreover, where these data do exist, they are rarely available for small geographic areas. For most countries, detailed data below the national level are only reported for states or provinces. Data for cities or other small geographic areas will most likely be summary measures. The only income statistic that may be available in some countries is a proxy measure that shows the proportion of the population that is economically active.

There are ways to live with such a paucity of data. For instance, if there is more information about the urban population than the rural population, that might be just fine. If the product is sophisticated, primary sales will be in the capital city anyway.

If the data don't tell much about city dwellers beyond the proportion that are urban, but that is the market, use data for a state or region, if the percent urban is high enough. International researchers must learn to work with what they find, not with what they are accustomed to having in the United States — unless of course the target is a country like Japan, the United Kingdom, or Australia. When asking for help from a source-person, be prepared to say what the data will be used for. The person may be able to suggest a substitute source.

Reliability

When data are available, reliability is another concern. If, with all the statistical resources in the United States, there still is an undercount of certain segments of the population, imagine the problems involved in collecting reliable data in less developed countries. In addition to inadequate financial or personnel resources or difficult terrain, a government sometimes prefers to polish its image by overstating statistics on literacy or access to education, or to increase its international aid by understating income.

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INTERNATIONAL DEMOGRAPHICS™

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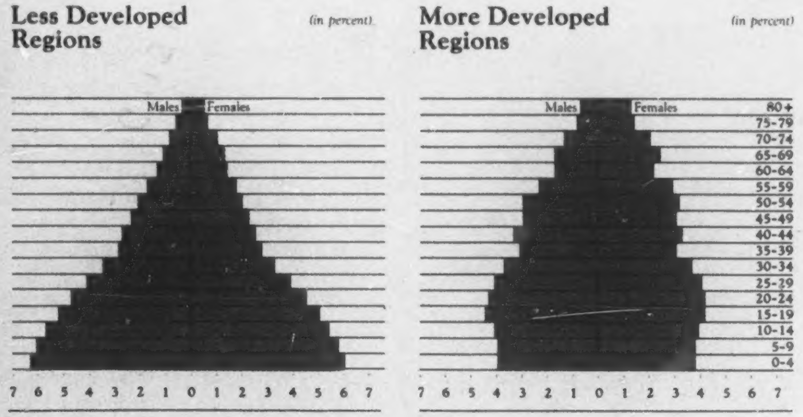

Using the latest United Nations population estimates for 1980, these pyramids show the difference in age structure between less developed and more developed countries.

World Population Conference Will Debate Thorny Issues

Does a country have the right to keep out those who wish to immigrate? What about "brain drain" from developing countries? How much is it worth to raise life expectancy rates in developing countries to match those that prevail in developed countries?

These and other policy questions will be discussed at the 1984 World Population Conference in Mexico City under the direction of Dr. Rafael Salas, director of the United Nations Fund for Population Activities and Secretary General of the Conference.

Expert group meetings, organized by the UNFPA, are being held now around the world. Major themes to be discussed by delegates to the conference include fertility and the family, population distribution, migration and development, population resources, environment and development, mortality and health policy.

Not surprisingly, impetus for the 1984 conference — a decade after the first such event in Bucharest — is coming from the developing countries, Salas said. He told a meeting of non-governmental organizations in New York in February that the United Nations has budgeted $800,000 for the conference. The rest of the $2.3 million cost will be picked up by donor nations. Many developing countries have already made substantial commitments, Salas reported.

Leon Tabah, director of the United Nations Population Division, said he thinks the conference will be "future oriented," working within the Plan of Action set forth by delegates to the 1974 conference, but focusing on methods of implementing the plan through the rest of the 1980s. The 1974 plan of action states, among other points, that

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COUNTRY PROFILE: GREAT BRITAIN

couples and individuals have the right to freely decide the number and spacing of their children and that they have a right to the education, methods, and means to make those decisions in a way that is responsible to their children and the needs of the community.

The attitude of many developing country governments toward family planning has changed dramatically since 1974, Tabah said. It is likely that the changing policies of these governments will be reflected in the conference debate, but Tabah warned that the conference could get off track if current events are not taken into account.

Tabah said he believes the danger of the Mexico City conference could be that it will be too conservative in responding to current poulation matters.

"Mexico City should not be Bucharest revisited," he said. •

Around the World

Canada's Work Force is Better Educated

Four out of five Canadians over age 15 have attended secondary school or higher, and one in three have some post-secondary education.

In the Yukon, nearly half the population has a post-secondary education. At least 40 percent of the people in Alberta and British Columbia have acquired some education beyond high school.

These are among new details from the 20 percent sample of the 1981 Canadian census released last month by Statistics Canada.

The improved educational background is reflected in the increased specialization in the labor force. In the past decade, four occupational groups have grown most rapidly: managerial and administrative jobs have grown 118 percent; natural science, engineering and mathematics, 72 percent; social sciences, social work, law, library, museum and archival sciences, 138 percent; and artistic, literary and recreational occupations, 105 percent.

The labor force has grown three times more rapidly than the population in general and is now over 12 million, or nearly 65 percent of the Canadian population over age 15.

British Columbia and Alberta are the most popular destinations for Canadians on the move. In the last five years, British Columbia had a net gain of 110,935 people and Alberta gained 197,650 people.

More information on the sample is available from Central Inquiries, Statistics Canada, Lobby, R. H. Coats Building, Ottawa, Ont. K1A OT6, or at regional offices of Statistics Canada.

Top 25 U.S. Export Markets

U.S. Domestic and Foreign Merchandise Exports, 1982

Rank-1982	Rank-1981
1. Canada	1
2. Japan	2
3. Mexico	3
4. United Kingdom	4
5. West Germany	5
6. Saudi Arabia	8
7. Netherlands	6
8. France	7
9. South Korea	13
10. Belgium & Luxembourg	9
11. Venezuela	10
12. Italy	11
13. Australia	12
14. Taiwan	14
15. Spain	17
16. Brazil	15
17. Singapore	19
18. China	16
19. Egypt	25
20. Switzerland	18
21. U.S.S.R.	23
22. Hong Kong	21
23. South Africa	20
24. Israel	22
25. Indonesia	not on 1981 list

Source: Business America, U.S. Department of Commerce, Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402, $55/year.

High Tech Has a Long Way to Go

While the industrialized countries try to corner the market on high technology, three-quarters of the world's population have not yet entered the information age.

Of the 400 million telephone subscribers listed in 1978, only 30 million were in the Third World. In just the arc stretching from Afghanistan across the Indian subcontinent and China to Japan, there are more than 1.4 billion people, but only 92 million read a daily newspaper. Of these, 63 million are Japanese and 11 million are Indian.

One reason is that a newspaper costs the average reader in Bangladesh or Indonesia five or seven times what it costs a Japanese, European, or North American in terms of relative income. The high costs occur because the production materials—typesetting equipment, presses, paper, and ink are imported from industrialized countries.

Publishing of the printed word is important for Third World Countries. There is danger in a computer revolution which could limit the dissemination of information to only those who control a computer.

Publishers can, however, use satellite technology as an opportunity to bring information to the developing world less expensively, rather than allowing these countries to be blocked out because of high technology.

Source: Tarzie Vittachi, deputy executive director, external rela-

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INTERNATIONAL DEMOGRAPHICS

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Demographic Problems Facing the Gulf Cooperation Council

The year 1981 marked the establishment of a new regional organization, the Gulf Cooperation Council (GCC), which brought together six states embarked on a major political process. Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE) inaugurated the GCC on May 25, 1981 in Abu Dhabi with the objectives of coordinating and integrating all spheres of life on the Arabian Peninsula.

During the past two years a great deal has been said about the GCC's achievements (in coordinating certain economic investments) and shortcomings (in failing to coordinate security agreements). Nevertheless, it is clear that the GCC remains determined to pursue its goals with respect to the needs, interests, concerns and requirements of citizens in member-states.

With a total population of 13 million, GCC states are in the enviable position of possessing large financial assets that could provide sustained income from accumulated wealth for the 8.7 million nationals. However, massive development projects that require the presence of nearly 5 million migrant laborers, have altered drastically the social fabric in these traditional societies.

GCC states face population imbalances reflecting an explosive security dilemma. Saudi Arabia, for example, has a citizen population of 7 million and a foreign worker population of 2 million. Diplomats in Jidda estimate that there may be as many as 3 million foreign workers. Kuwait has only about 600,000 citizens out of a total population of 1.6 million. In Oman, where demographic statistics are least reliable, there may be 488,000 nationals and 459,700 non-nationals. In Qatar, only 60,000 of the residents are nationals out of a total population of 240,000. In the UAE there are about 289,000 citizens and 750,000 non-citizens. Bahrain citizens are in a majority with 238,420 for 112,378 non-citizens.

Migrants living in the Gulf come from more than 70 countries. They perform both skilled and unskilled labor, and the type of labor associated with a particular nationality often characterizes the position of those individuals on the social ladder. For example, at the bottom of the social ladder are a large share of the one million Pakistanis, Indians and Bengalis, who perform menial tasks such as roadsweeping.

The million or so Yemenis tend to be in construction, together with Egyptians and South Koreans. The private administration employees (clerks, telephone and telex operators, hotel receptionists and media employees, among others) usually include the higher stratum of Indians, Egyptians, Syrians, Lebanese and especially Palestinians, many of whom have lived in the area for years.

In public administration, Jordanians, Syrians, Lebanese and other Arabic-speaking nationals help run Gulf governments. At the top governmental levels, Palestinians, Britons and Americans with long and loyal track records act as advisors to particular rulers who are phasing the non-indigenous population out.

Throughout the region, nationals are not likely to work in labor intensive jobs, such as taxi-drivers, accountants, grocers, etc. Rather, they work in investment firms, consulting offices or in government positions. With the expansion of the industrial base of GCC states, however, the expatriate workforce is expected to increase by an average growth rate of 8 percent by 1985, according to World Bank figures.

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Population of Gulf Cooperation Council States, by Sex and Nationality, 1981

	Nationals			*Foreign*			*Total*		
Country	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*
Bahrain	119,924	118,496	238,420	84,869	27,509	112,378	204,793	146,005	350,798
Kuwait (1982)	299,205	307,597	606,800	614,934	340,454	955,390	914,139	648,051	1,562,190
Oman	—	—	488,300	—	—	459,700	—	—	948,000
Qatar	—	—	60,000	—	—	180,000	—	—	240,000
Saudi Arabia	3,635,449	3,443,658	7,079,107	1,436,200	713,800	2,150,000	5,071,649	4,157,458	9,229,107
United Arab Emirates	202,925	86,967	289,892	514,550	235,833	750,383	717,475	322,800	1,040,275
Total			8,762,519			4,607,851			13,370,370

Sources: For Bahrain, ARAB TIMES (Kuwait daily), #5498 August 24, 1982, p. 7

For Kuwait, Middle-East Economic Digest, Kuwait and the Middle East, Special Report, May 1982, p. 35 (estimates)

For Saudi Arabia, Demographic and Related Socio-Economic Data Sheets, for Countries of the Economic Commission for Western Asia (ECWA), UNECWA, No. 3 May 1982, Beirut, Lebanon, p. 147

For Oman and Qatar, estimates from different sources.

For the United Arab Emirates, Quarterly Economic Review for the UAE, Annual Supplement, 1981, The Economist Intelligence Unit, Ltd, London, 1981, p. 8.

Country Profile

The United Kingdom

Americans are fascinated by British cultural exports, from the Beatles of the 1960s to Prince Charles and Lady Di in the 1980s. Even the London Bridge of nursery rhymes has been moved to Lake Havasu City, Arizona.

London Bridge aside, the value of 1982 U.S. imports from the United Kingdom was $13 billion. The value of U.S. exports to the U.K. was $10.6 billion, down about 14 percent from the $12.4 billion exported to the U.K. in 1981. Even with this decline, the U.K. kept its rank as fourth among U.S. trading partners in 1982, with only Canada, Japan, and Mexico preceding it.

Most Americans use the terms Great Britain, England, and the United Kingdom interchangeably, but these names refer to different entities. Great Britain includes the Kingdom of England and Scotland and the Principality of Wales. The United Kingdom consists of Great Britain and Northern Ireland. England is, of course, just England.

The reference volumes of statistical agencies outside the United Kingdom usually give data that refer to the U.K. as a whole. The Office of Population Censuses and Surveys (OPCS) serves England and Wales. Scotland collects and publishes its own demographic statistics, although some are sold through Her Majesty's Stationary Office — the government printing office of the United Kingdom. Most data in this profile are for the United Kingdom, except where England and Wales are specified. Little current information is available for Northern Ireland.

THE UNITED KINGDOM

Glasgow
Edinburgh
Belfast
Newcastle
Manchester
Leeds
Kingston Upon Hull
Liverpool
Sheffield
Birmingham
Swansea
Coventry
Cardiff
London
Bristol
Portsmouth
Brighton
*cities of 100,000 or more

The U.S. Commerce Department predicts that the U.K. import market will grow by close to 5 percent in 1983, substantially above the predicted growth in world trade in general.

Opportunities for U.S. suppliers are expected to include such consumer goods as apparel, fabrics, domestic furnishings, furniture, home improvement, and do-it-yourself equipment as well as health care products and hospital equipment.

The Commerce Department plans special promotional programs this year for giftware, sports equipment, robotics, furniture, hospital and medical equipment, plastics, hardware and menswear.

Regions and Cities

The 1981 population of the United Kingdom was 56.2 million people, distributed as follows: England and Wales, 49.6 million; Scotland, 5.1 million and Northern Ireland, 1.5 million.

England has seven metropolitan counties, ranging in population from nearly 7 million to just over 1 million, that can be compared to Standard Metropolitan Statistical Areas (SMSAs) in the United States. There are 39 non-metropolitan counties.

In 1981, the North West area of England, where Manchester is located, was the most densely populated, followed by the South East area around London. Since 1971, there has been some internal migration with a decline of 2.8 percent in the number of persons living in the North West, and a 12 percent gain in the number living in East Anglia, the section directly north of Greater London.

Many cities in England experienced the same growth patterns in the 1970s as did the U.S. Inner cities are losing population while the suburbs that ring them are gaining. Although the Greater London area declined in population over the decade, the outer metropolitan area grew by 4.8 percent.

Kentucky Fried Chicken is one example of a firm that has responded to these population changes and to the growing expense of prime metropolitan sites. To complement the more than 360 outlets across the U.K., the newest sites have been selected near the perimeters of towns. Two are freestanding restaurants in the north of England. The third is just outside London. The new London-area store is modeled after the U.S. suburban fast-food restaurant with a drive-through ordering system. Fast food on wheels appears to be underway in the British Isles.

None of the eight counties in *Wales* are considered metropolitan. The most populous county is Mid Glamorgan, with more than a half million people.

Scotland has only one metropolitan area, the Central Clydeside Conurbation which includes Glasgow City.

Migration

More people are leaving the U.K. than are taking up residence there.

The total number of emigrants rose by 2 percent from 1980 to 1981, to 233,000 persons, a net outflow of 79,000 people — about the same number that live in the city of Bath in Avon. Perhaps a reflection of both unemployment and racial tensions, there was an increase of 28 percent in the amount of emigration to Australia — still considered the British frontier — and emigration to South Africa doubled in a year's time.

Ethnicity and Religion

The 1981 Labour Force Survey found that 95 percent of all respondents in Great Britain were white. This includes persons with English, Scottish, Irish, Welsh, and Ulster ancestry. Non-white respondents came originally from India (720,000), Pakistan (280,000), West India or Guyana (520,000), or had mixed ethnic origins (230,000).

Just under 6 percent of persons living in private households in 1981, or 3.2 million persons in all, were born outside the United Kingdom. An increasing proportion of immigrants are from countries that form the 47 Commonwealth countries and Pakistan. In general, groups born outside the United Kingdom are younger and have larger proportions of working-age men and women than people born in the United Kingdom.

The main religion in the U.K. is Episcopal and the main church is the Church of England. The ruling sovereign is titular head of the church, and approximately 48 percent of the population have been baptized into the Church of England. In 1980, there were about 4.3 million Roman Catholics in England and Wales. Other religious groups include Methodists (488,000), Jews (450,000), Muslims (about 300,000), and members of the United Reformed Church.

Age Distribution

The rise in median age of the population of the U.K. in the last decade from 33.7 to 34.4 years follows a worldwide trend. The world median age rose almost one full year during the 1970s.

The birth rate in the U.K. has been falling steadily since the mid-1960s while the death rate has increased slightly because the population in the U.K. contains a large share of older persons. Persons over the age ~~of 65~~ made up about 15 percent of the population in the U.K. in 1980 while in the U.S. they comprised only 11 percent.

According to statistics supplied by the United Nations, there were 12 deaths per 1,000 persons in the U.K. in each year from 1975 to 1980. In the U.S. the rate for the same period was 9.3.

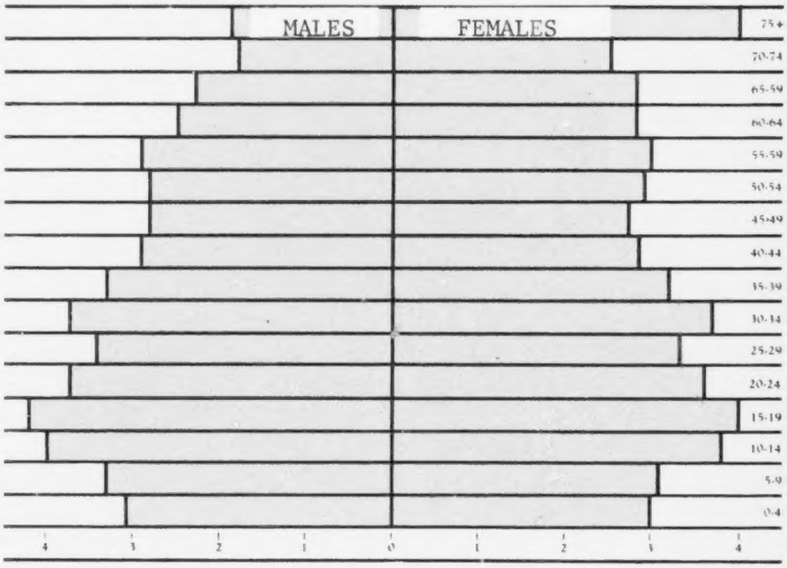
The increasing share of older persons is one reason analysts are predicting a greater emphasis on health care in the private sector during the next decade.

The total fertility rate of 1.9 and the infant mortality rate of 11.8 per 1,000 persons are identical to the rates in the U.S., according to Population Reference Bureau estimates. Life expectancy is 70 years for men and 76 for women.

In 1981, approximately 22 percent of the population of Great Britain was under 16, about the same as the U.S. The West Midlands region contained the highest proportion of young people. Eighteen percent of Great Britain's population was eligible for a pension in 1981 — age 65 or older for men and 60 or older for women. The proportion of retirement-age persons was highest in the South West area where nearly 21 percent of the population was in that group.

Population of England and Wales by age and Sex, June 30, 1981

(in percent)



Age	*Total*	*Male*	*Female*
All ages	49,592,900	24,120,700	25,472,200
0-4	3,005,700	1,542,500	1,463,200
5-9	3,200,700	1,643,800	1,556,900
10-14	3,862,200	1,980,000	1,882,200
15-19	4,070,800	2,080,100	1,990,700
20-24	3,658,100	1,854,600	1,803,500
25-29	3,353,100	1,691,800	1,661,300
30-34	3,661,400	1,840,400	1,821,000
35-39	3,203,300	1,613,800	1,589,500
40-44	2,831,700	1,427,200	1,404,500
45-49	2,739,200	1,378,900	1,360,300
50-54	2,838,600	1,408,000	1,430,600
55-59	2,941,000	1,433,100	1,507,900
60-64	2,655,000	1,248,800	1,406,200
65-69	2,499,200	1,125,500	1,373,700
70-74	2,146,900	899,500	1,247,400
75+	2,925,900	952,600	1,973,300

Wales

Counties: Estimated Home Population, June 30, 1981

Clwyd	392,200
Dyfed	332,300
Gwent	440,100
Gwynedd	234,100
Mid Glamorgan	537,000
Powys	111,300
South Glamorgan	390,400
West Glamorgan	369,700

Households and Families

A household in Great Britain is defined as a "single person or a group of people who have the address as their only or main residence and who either share one meal a day or share the living accommodation." People who share only kitchen or bathroom facilities are not considered a household.

According to the 1981 census, there were 19.5 million households in Great Britain, 17.7 million of which were located in England and Wales. During the 1970s there was a decline in average household size from 2.9 persons in 1971 to 2.7 persons in 1981.

Just as in the U.S., there has been an increase in the number of single-person households in Great Britain in the last decade. About 22 percent of households contain only one person. The proportion of households with one person 60 years of age or older rose from 12 percent of all households in 1971 to 15 percent of households in 1981.

The increase in single-person households in Britain is not likely to have the same impact on the consumer goods market that it has had in the United States. The British still shop almost daily for perishables and buy them in smaller packages because they do not have storage space or freezers common in U.S. households. Packaging in Britain is already small. Living spaces in the U.K. also are smaller than those in the U.S., so single people are less likely to want to move to smaller quarters.

Although 88 percent of families with children under the age of 16 were two-parent families in 1981, this proportion was less than in 1972, and one-parent families increased. In 1972, 8 percent of families with dependent children were headed by a single parent, whereas 12 percent were in 1980. The average number of children per family with children fell from 2 in 1971 to 1.8 in 1981.

More marriages took place in the mid-to-late-1970s. This was largely a function of remarriages, although first marriages for both husband and wife still accounted for almost two-thirds of all marriages in 1980.

Divorce rates continued to climb between 1979 and 1981 for all age groups under age 60. There were 146,000 divorces in 1981.

Despite lower fertility rates and higher divorce rates, the British like to stress the values of a happy home life. In keeping with the aging of the population, couples with young children have replaced singles in their teens and early 20's in advertisements and are used as models for every product from hamburgers to vacations.

England

Counties of a Million or More Population, June 30, 1981 (Estimated Home Population)

	Total	*Male*	*Female*
Greater London	6,851,400	3,290,800	3,560,600
Greater Manchester	2,624,400	1,273,100	1,351,300
Mersyside	1,524,700	731,300	793,400
South Yorkshire	1,315,100	643,500	671,600
Tyne and Wear	1,161,100	561,300	599,800
West Midlands	2,674,000	1,314,800	1,359,200
West Yorkshire	2,065,400	1,002,700	1,062,700
Essex	1,480,100	721,100	759,000
Hampshire	1,479,500	734,100	745,400
Kent	1,482,900	719,700	763,200
Lancashire	1,382,200	664,900	717,300
Staffordshire	1,015,700	501,600	514,100
Surrey	1,014,800	491,900	522,900

Housing

The U.K. census defines a dwelling as a building or any part of a building that forms a separate and self-contained set of premises for occupancy by a single family or household. Although the number of occupied dwellings is roughly comparable to the number of households, final counts of the number of dwellings are not yet available from the 1981 census because of changes in definitions between 1981 and earlier censuses. When these numbers become available, users should be careful in making comparisons.

Households in Great Britain lacking a private shower or bath or an inside flush toilet appear to be disappearing. Only 4 percent of all private households in 1981 lacked exclusive use of a bath or shower, and only 5 percent were without sole use of an inside flush toilet.

Home heating is also changing. Slightly more than one-third of all private households in Great Britain had some form of central heating in 1972; 9 years later nearly 60 percent of households were centrally heated.

Home ownership also increased. In 1981, 54 percent of homes were owner-occupied, up from 49 percent in 1971, but still slightly below the U.S. figure of 65 percent. Three-quarters of all homes had a telephone in 1981.

Automobiles for private use are more prevalent than ever before. By 1981, roughly 60 percent of households had at least one car for private use, compared with just over one-half in 1972.

Education

The United Kingdom has a literacy rate of 99 percent. One reflection of the public's literacy is that the country has the highest per capita newspaper readership in the world. Education is free and compulsory for all residents between the ages of 5 and 16. Attendance is almost 100 percent. Secondary education generally begins at age 11. Since the mid-1960s, the old state-maintained system of ability-based admission to grammar and secondary schools has been gradually phased out in favor of a system of comprehensive schools. Pupils are admitted to the comprehensive schools without reference to ability. In some areas these schools are organized for an age range of 11 to 16. In addition to the state-supported schools there are numerous private schools, direct grant grammar schools, and fee-paying "public schools," most of which are boarding schools.

In order to qualify for entrance to a college or university, students must be certified in certain subject areas. The first round of testing, if successfully completed, gives them General Certificates of Education at the Ordinary Level (G.C.E.-O). This is done at age 16. The second round takes place two years later, and qualifying students receive General Certificates of Education at the Advanced Level (G.C.E.-A). Once students get five G.C.E. passes including two at the Advanced Level, they may then be admitted to Oxford, Cambridge, or one of the approximately 40 other universities.

In 1981, about 16 percent of men over the age of 25 received a certificate qualifying them above the G.C.E.-A level, but below the level of college degree. Thirty-five percent of men were awarded the G.C.E. at or below advanced level.

About 28 percent of women received G.C.E. in 1981. The proportion of women with no qualifications fell from 76 percent in 1971 to 62 percent in 1981. The proportion of men not qualified went from 63 percent in 1971 to 49 percent in 1981.

Labor Force and the Economy

At the end of 1980, there were 26.2 million workers in the United Kingdom — 43 percent of the total population. Primary jobs were in industry and commerce, 54 percent; service, 30 percent; and government, 7 percent. Agriculture in Britain is highly mechanized, intensive, and efficient compared with the rest of Europe, but because of a shortage of suitable land and the adverse climate, only half of its food requirements are produced domestically. Fresh vegetables are a premium, and the universal U.S. side dish — a green salad — is not common fare in British restaurants.

The numbers of persons in non-manual and manual occupations is split almost evenly, according to a 1981 Labour Force Survey report. Within the category of non-manual occupations, about half of all employed persons were managers or professionals. The proportion is higher for men and lower for women. Two of every three women in non-manual occupations do some form of work classified as "clerical and related" or "other."

By contrast, three-quarters of all men in this group are managers or professionals. In the manual occupations, one half of men work in craft or similar jobs.

Unemployment, which has risen steadily in Great Britain since the 1974-75 recession, is particularly high among young people.

Partly in response to high unemployment rates in Britain, there has been a trend toward early retirement since the mid-1970s. Men 55 years of age or older and particularly between the ages of 60 and 64 have shown decreased rates of economic activity.

In the week before the 1981 Census, 56 percent of the women in Great Britain between the ages of 16 and 59 were employed, either full or part-time. While the number of women working full-time declined from 1971 to 1981, the number working part-time rose, as did the number unemployed.

The number of married women who work increased 14 percent between 1973 and 1981. Almost one-third of all married women worked part-time in 1981.

Income and Lifestyle

Per capita GNP for the U.K. was the equivalent of $7,920 in 1980, a lower figure than the $11,360 per capita GNP for the U.S. in that year. The average rate of inflation was reduced to about 12 percent by early 1981 and declined to 6 percent by the end of 1982. It should remain there most of this year.

Average earnings increased at a rate below the 12 percent inflation rate in 1981. Personal disposable income fell, but this resulted in reduced savings while consumer expenditures were stable.

A 1976 survey reported by Eurostat found U.K. residents spent an average of 31 percent of their income on food, beverages, and tobacco; 8 percent on clothing and footwear; 15 percent on rent; 5 percent on fuel and light; 7 percent on household furnishings; 1 percent on medical care; 14 percent on transportation and communication; 10 percent on recreation, entertainment, culture, and education; and 9 percent on miscellaneous.

Great Britain: Percentage of Households with Consumer durables, Central heating, and Cars — 1981

Television	97
Vacuum cleaner	94
Refrigerator*	93
Deep freezer*	49
Washing machine	78
Tumble drier	23
Dishwasher	4
Telephone	75
Central heating	59
A car or van†	59

Fridge freezers are attributed to both 'refrigerator' and 'deep freezer.'
†Includes households with more than one car or van.
Source: General Household Survey.

The impression that the British drink a lot of tea is grounded in fact. They have the highest per capita tea consumption in the world. In 1977, the British consumed 3,457 grams of tea per person, compared with only 318 grams per person in the U.S.

The combined circulation of the nine daily newspapers — most of which are considered national newspapers — exceeds 14 million.

Radio and television in the U.K. are provided by the BBC which operates under Royal Charter and the Independent Broadcasting Authority which governs the commercial stations. BBC Radio has four national networks and 22 local stations. As of September 1981, there were 30 Independent Local Radio (ILR) stations reaching 29 areas. Another 39 ILRs are expected to come on the airwaves in the 1980s.

ITV-Independent Television Authority — consists of 15 separate companies contracting to provide programs for 14 independent television stations. On Nov. 2, 1982, a second commercial station began operating. Channel 4, like ITV, is under the control of the IBA. The other two channels are BBC1 and BBC2. From now on, British viewers have their choice of the BBC's "Breakfast Time" or the commercial version, "Good Morning Britain."

Sources of Information

Data from the 1981 British Census and from the General Household Survey (similar to the U.S. Current Population Survey) are released regularly by the Office of Population Censuses and Surveys, an office of the Government Statistical Service.

One way to keep current with new releases is to ask to be put on the list to receive OPCS *Monitors*. Write to OPCS Monitors, Information Branch (M), Room 806, St. Catherines House, 10 Kingsway, London WC2B 6JP, England.

A firm located in the U.S., Kraus-Thomson Organization Ltd., now sells British census and survey publications. Her Majesty's Stationary Office (HMSO) Sectional List No. 56 lists these publications and their prices. (Scotland is included in HMSO list No. 50). The sectional lists are available from Kraus-Thomson, Route 100, Millwood, NY 10546; telephone (914) 762-2200. The lists are also available through HMSO in London. Write to HMSO, P.O. Box 569, London SE 9 9NH, England.

Small Area Statistics (SAS) for Great Britain are available in print, magnetic tape, microfilm, and microfiche with the most detailed data on the tape and microforms.

Users Guide No. 50 gives information on (SAS) tables, prices, and how to order the different types. Users Guide No. 50 is available from the ordering address below.

Orders for 1981 SAS for England and Wales should be directed to Census Customer Services, OPCS, Segensworth Road, Titchfield, Fareham, Hants PO15 5RR; telephone Titchfield (0329) 42511, exts. 231 or 296. For the 1981 SAS for Scotland, contact Census Customer Services GRO (Scotland), Ladywell House, Edinburgh EH12 7TF; telephone Edinburgh (031334) 0380, exts. 208 or 254.

Inquiries about the use of Small Area Statistics and its suitability for particular needs can be directed to Census Division (RES) OPCS, St. Catherines House, 10 Kingsway, London WC2B 6JP; telephone 01 242 0262, exts. 2024 or 2029.

A U.S.-based firm, CACI, with offices in London and Birmingham originally developed its ACORN system for Great Britain. ACORN (an acronym for A Classification of Residential Neighborhoods) groups British enumeration districts by types of households and consumer behavior to allow businesses to better evaluate and plan site location, market penetration, and targeting mailings. CACI's U.S. office can provide more information about its marketing services in the U.K. In the U.S., the address is 1815 N. Fort Myer Drive, Arlington, VA 22209; telephone (703) 841-7807. In the U.K., the address for the marketing analysis division is 296/302 High Holborn, London, WCI, England.

General business information, including statistics on labor force, government purchases, legislative changes, etc. is available in a weekly publication, *British Business*. Subscription cost is 93 pounds a year. Order from the HMSO box number given above or from a U.S. firm, Bernan Associates, 9730-E George Palmer Highway, Lanham, MD 20706; telephone (301) 459-7666 at a U.S. price of about $159.

The most recent information on the U.K. from the U.S. Department of Commerce is in the Feb. 21 issue of *Business America*. The U.K. desk officer at the Commerce Department can be reached at (202) 377-3748.

A 1982 publication that may be useful to researchers who focus on families and households in Great Britain is *Families in Britain*, edited by R.N. Rapoport, M.P. Fogarty, and R. Rapoport for the British Committee on Family Research. It includes chapters on conventional, dual-worker, and single-parent families, as well as chapters on specific ethnic groups, and such topics as "Families and Leisure," and "British Families in Transition." It is distributed in the U.S. through Routledge & Kegan Paul, Ltd., 9 Park St., Boston, MA 02108 for $25.

—Daphne Spain

Contributions to the profile were made by Ann Harrington and Doris Walsh.

ATW/*continued from p. 2*

tions-UNICEF: *POPULI*, Vol. 9, No. 1, 1982, United Nations Fund for Population Activities, 220 E. 42nd St., New York, NY 10017

Mexican Travel Down, But Not Out

Despite devaluation of the peso, air travel from the United States to Mexico was down 7 percent in the first nine months of 1982, compared to 1981. The highest increases in foreign-bound air travel from the United States were to Italy, Jamaica, the Netherlands, Spain, Switzerland, Ireland, Israel and Belgium, each of which saw at least an 18 percent increase over the previous year.

Even with the decline in visitors, however, Mexico was still the favored destination for U.S. air travelers, according to Nettleton Travel Research Center, Inc. of Falls Church, Virginia.

The Center ranked the top 25 countries sending visitors to the United States and the top 25 countries to which U.S. citizens traveled in the first nine months of 1982.

The largest increase in foreigners arriving in the U.S. was from Australia. Arrivals from down under increased by nearly 15 percent. The largest decrease — 26 percent — was from Mexico, undoubtedly caused in part by the devaluation. Mexico was still third in sending visitors, after the United Kingdom and Japan. Other countries among the top 10 sending visitors to the United States were West Germany, Venezuela, France, the Dominican Republic, the Bahamas and Jamaica.

Asian Business

Asian Business magazine will hold a conference from May 25 to May 27 at the Hotel Regal Meridien in Kowloon, Hong Kong, featuring nine business leaders from Malaysia, Philippines, Hong Kong, Indonesia, and Sri Lanka. Subjects included are Management and Manpower, Resources and Infrastructure, and Finance and Capitalization.

For more information, write to Asian Business Summit, '83, 15/floor Lockhart Centre, 301-307 Lockhart Road, Hong Kong. •

Sources
U.S. Agency for International Development

In the next 20 years, the world's population is projected to grow by about 2 billion, and more than 90 percent of that growth will occur in developing countries.

Helping less developed countries manage their population growth to meet social and economic development goals is an important part of the Agency for International Development's mission.

Management and evaluation of voluntary family planning services requires accurate information about basic demographic trends. As part of its programs, A.I.D. has become an important supporter of international population statistics. Although the primary purpose of these data is for government use, much of the information also is available in the United States for researchers and businesses.

The single largest source of data funded by A.I.D. is the World Fertility Survey (WFS). Begun in 1972 by the International Statistical Institute, the survey was the first attempt to gather a variety of fertility and family planning variables for cross-national comparisons.

The WFS has published findings from 34 developing countries, and 8 more surveys are in progress. About 20 developed countries are also participants. WFS data tapes include extensive information on marital status, fertility, and family planning trends, as well as demographic and socioeconomic characteristics for particular countries. These tapes can be ordered from Mr. Beverly Rowe, WFS, 35-37 Grosvenor Gardens, London SW1W OBS, United Kingdom.

According to Richard Cornelius of the Research Division in the Office of Population, over 350 projects from the WFS have been undertaken in the last 10 years, most by researchers outside of A.I.D. A current "WFS Publication List" is available from the Publications Office, International Statistical Institute, P.O. Box 950, 2270 AZ Voorburg, The Netherlands. This list includes a variety of occasional papers, scientific reports, technical bulletins, comparative studies, and survey summaries for 36 countries. There is no charge for these publications.

Thirty "First Country Reports" (usually published in the language of the reporting country) are available in bound and microfiche form. There is a $10 mailing charge for one report ordered alone, and an additional $2 for each extra report included in the same order. The WFS will end in June 1984, in response to budget cuts.

The Contraceptive Prevalence Surveys carried out by Westinghouse Health Systems for A.I.D. assess family planning knowledge, availability, and use. They are designed as quick, low-cost tools for program management and evaluation. Publications from these surveys can be obtained from Dr. Lawrence Smith, Contraceptive Prevalence Project, Westinghouse Health Systems, P.O. Box 866, Columbia, MD 21044; telephone (301) 992-0066.

A birth and death data collection project at A.I.D. is being phased out. This project was established to collect "surrogate" vital registration data through sample surveys in the absence of reliable national statistics. Survey projects have been initiated in Indonesia, Somalia, Jordan, Columbia, Mexico, and Bolivia. A list of these publications can be obtained from Dr. James Abernathy, Project Director, Poplab, University of North Carolina, Chapel Hill, North Carolina 27514.

The WFS and CPS will be combined in 1984 to form the Family Planning and Demographic surveys, and a new project called Demographic Data for Development will be extended through 1987, according to Dr. Joseph Speidel, deputy director of A.I.D.'s office of population. The latter is a joint venture, funded by A.I.D., but carried out by the Census Bureau, Westinghouse Health System, and the East-West Population Institute. The project helps developing countries process, evaluate, and analyze demographic, family planning, and other social and economic data to promote understanding of the relationship between population growth and development goals.

Microcomputers have become an educational tool in A.I.D.'s international population policy programs. Dr. Sarah Clark, Chief of the Policy Division of the Office of Population, explained that in the "Resources for the Awareness of Population Impact on Development" (RAPID) project governments of developing countries can request a model of the relationship between population growth and socioeconomic development. Three different projections of fertility levels can be related to the country's stated goals of food self-sufficiency, education or literacy, or housing. Using computer-assisted graphics and a television monitor, heads of state are shown the impact of high, medium, or low fertility on their specified goals. RAPID reports have been completed for more than 33 countries, and are available to the public. Contact Adrienne Allison, Policy Division, Office of Population, U.S. Agency for International Development, Washington, DC 20523; telephone (703) 235-8081.

The Economic and Social Data Services Division produces several reports with broader bases than those covered by the Office of Population. Dr. Annette Binnendijk of the Development Information Utilization Office said the most comprehensive are the *ALLDATA Reports* available for 177 countries. They contain the most recent statistics from A.I.D.'s Economic and Social Data Bank (ESDB). Seven separate categories of data are available from the ESDB: social indicators; World Bank economic data; International Mone-

continued

tary Fund (IMF) government finance statistics; IMF balance of payments; IMF trading partners; agricultural sector; and selected A.I.D. official data. The information in these reports is continually updated and expanded as new statistics become available. Reports are available in paper only (see ordering information below).

An *Inventory of A.I.D. MicroData Sets for Developing Countries* has data at the individual or household-head level on demography, health, nutrition, agriculture, housing, energy, natural resources, and education. Names of principal contacts for obtaining further information and publications are included. The order number is PN-AAK-957.

Reports of *Selected Statistical Data by Sex* are available for over 120 countries and present economic and social data disaggregated by sex, age, and residence, for a variety of demographic, educational, health, household, income, and employment variables.

The *Country Development Strategy Statement Data Abstracts* provide a selection of economic and social progress indicators. Included are the topics of national income, agriculture, foreign assistance, income distribution, health and employment. Data are presented in tables and graphs.

For information about ordering the four publications above and to receive a list of other A.I.D. publications, contact the Agency for International Development, DIHF/ESDS, 7222 47th St., Chevy Chase, MD 20815; telephone (301) 657-9319.

An A.I.D. library open to the public is located in its Virginia office at 1601 Rosslyn Plaza, Rosslyn, VA. Hours of operation are 8:45 a.m. to 5:30 p.m., Monday through Friday. The telephone number is (703) 235-1000.

Those interested in information about a specific country can contact Richard Cornelius, Research Division, Office of Population, Agency for International Development, Washington, DC 20523; telephone (703) 235-9692 for referral to the appropriate publications. •

—Daphne Spain

Publications

Marriage, the Family, and Women in India by V. V. Prakasa Rao and V. Nandini Rao, Columbia, MO: South Asia Books, 1982, 244 pp., $19.50.

College students in India reflect changing attitudes towards age at marriage and woman's role in the family. But dowry expectations, arranged marriages, and the extended family continue to play an important role in modern India.

In the nine studies of college student attitudes reported in this volume, the Raos found among other things, that dowry expectations increase as educational background increases, even though a high proportion of the students maintained that the dowry is not important in the settlement of their marriages.

Forty-five percent of the students interviewed said both husband and wife should have control over a dowry; 23 percent said both should be consulted but that the husband should have the ultimate power. Only 6 percent would give ultimate power to the wife, 11 percent to the husband's parents, and 10 percent to the husband alone. Sixty percent of the women wanted both to share in the responsibility equally compared to only 38 percent of the men.

The Raos find that by educational degrees, the rank order, from high to low, of dowry expectations is as follows: foreign degree, medical, engineering, Ph.D., law degree, M.A., B.A., some college, and matriculated student.

Contrary to popular belief, "neither income nor education has lessened joint family sentiments," according to the researchers. Their studies show that educated urbanites find the joint family — several generations under one roof — a convenient way to live.

Of the student sample, 35 percent said they prefer joint living, and that family goals are more important than individual ones.

Just as in most developed nations, women's participation in the Indian labor force is increasing. Comparisons of the families and attitudes of working mothers with those who stay at home showed a striking resemblance to more developed nations. Husbands whose wives work outside the home tend to assume more household chores. Women who worked were more satisfied with their lives, and they made more use of outside agencies. They also were more involved in budget control and investments.

Firms interested in the changing lifestyles of upper and middle income families in India will find this volume a useful resource.

The Lace Makers of Narsapur — Indian Housewives Produce for the World Market, by Maria Mies, London: Zed Press, 1982, 196 pp., $8.50. (Distributed in the U.S. by Lawrence Hill & Co., 520 Riverside Ave., Westport, CT 06880).

In contrast with the women described in *Marriage, The Family, and Women in India* the women described in this study have low incomes and low levels of education.

In the families of lace makers, men dominate and the women make lace to be able to afford food other than staples, clothing, and other necessities for their families. Men are fed first and children and women get what is left. Ninety percent of the money spent on recreation and 44 percent of the money spent on health care in a family is spent by men. Thirty-two percent of health care expenditures are allocated to children, and women consume only 24 percent.

Where family income is sufficient for needs, it is not unusual for one of the men to be occupied trading the women's lace, at much higher earnings than the women could ever hope for. In one family cited, five lace makers earned one-fifth the income of three men — one of them a trader.

In these families, women do not exercise control over the family budget except for the money they earn on lace-making.

The book's appendix is a detailed account of a typical lace-maker's day.

International Fertility Indicators. Washington, DC: U.S. Census Bureau, (P-23, No. 123, GPO Stock No. 003-001-91537-5), $4.75. Order from Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402.

This is a compendium of data published earlier by the Census Bureau, the Population Council, and the United Nations, consolidating information on fertility levels and the demographic and socioeconomic characteristics of women in countries with populations of one million or more.

The report presents an international perspective on mid-1970s data on childbearing among teenagers and older women, fertility differences among generations, lifetime births desired, contraception, and abortion patterns.

Countries are categorized by level of development as measured by labor force participation rates for women, their occupational distribution, their literacy levels, the marital status of women in their childbearing years, and the impact of religion on fertility rates in certain world regions.

The Handbook of National Population Censuses: Latin America and the Caribbean, North America, and Oceania, by Doreen S. Goyer and Eliane Domschke, Westport, CT: Greenwood Press, May, 1983, 675 pp., $75.00

This handbook is a comparative study of the censuses of every country — how they are taken, definitions and concepts used, general content, special features, and where copies can be found. This is the first volume of a projected two-volume work.

Each national and territorial entry includes a map, the names of the capital cities, the names of official statistical agencies, the national and primary United States repositories of the data, and a chronological description of the censuses with a national topic chart. Included in each post-1945 entry is information about the availability of unpublished data, and more important, whether computer tapes are available. The entries also include information about the language of publication, and a list of other national statistical publications that provide demographic data. The appendices contain international population charts, and there are indexes to key terms, variant country names, capital cities, and general subjects.

This new handbook serves as a companion to the international population census bibliographies prepared by Goyer for the Population Research Center of the University of Texas in Austin where the authors are staff members.

International Migration Policies and Programmes: A World Survey, New York: The United Nations Department of International Economic and Social Affairs, 1982, 111 pp. Sales No. E.82.XIII.4. (No price given.)

International migration is important to companies doing business in foreign countries because immigrants often are the greatest source of labor in a foreign country, and because people who are working in other countries may be an important income source for their families who remain in the home country.

This report documents international migration in each region of the world and suggests what the future may be like in places such as Western Europe, where guest workers were once an important part of the labor force.

At one point, the report concludes: "The capital-rich countries of the Middle East have been growing in importance as labour-importing countries, recruiting workers from some of the countries that formerly supplied Western European markets, as well as from a growing number of Asian countries. A policy that has increasingly been adopted has been to import workers in 'project packages' and to channel them to new industrial areas, where they are kept in camps, thus minimizing their cultural impact on the local population."

The report states that it is likely that the "project package" method will become the norm in the Middle East and may extend to other regions as well.

While countries are likely to want to continue sending workers outside their borders for economic reasons, the report concludes that the migrants themselves may resist going abroad if they are required to stay in segregated compounds.

"While it is not possible to predict accurately the future of labour migration flows, there is a clear need for bilateral and multilateral agreements to regulate international migration — as recommended by the World Population Plan of Action — in order to even out fluctuations, make remittances more predictable, and assist return migration when it occurs," the report states.

Demographic Indicators of Countries: Estimates and Projections as Assessed in 1980, New York: United Nations, 1982, 437 pp., $40.

This is one of the most valuable demographic publications the United Nations produces because it includes medium variant estimates and projections for the world, geographic regions, and 155 individual countries from 1950 to the year 2025.

The demographic variables include age in five-year groups by sex, population by age groups — such as females between the ages of 15 and 49, urban and rural populations in number and percent, average annual change in population, rates of annual change, fertility, mortality, life expectancy and median age.

Some demographic characteristics are also examined for the low and high variants.

If someone had $50 to spend for international demographic information and wanted to know how to spend it, this would be our recommendation.

Order from United Nations Publications, Room A-3315, New York, NY 10017. The UN pays postage if payment is enclosed with the order.

Problems / *continued from p. 3*

In such a situation, GCC governments worry whether Palestinians will attempt a coup in Kuwait; whether Shi'a Muslim workers from Iran will plot to overthrow the Sunni leaders in Bahrain (as they attempted unsuccessfully in 1981) or disturb the balance of power in Qatar; and whether Yemeni laborers will foster class revolt in Saudi Arabia.

Cognizant of these possibilities, GCC Immigration, Passports and Labor Committee Directors held a meeting in Muscat, Oman in April 1982 where a declaration was issued which stated that the security and stability of GCC states must be safeguarded. Furthermore, arrangements were to be made to unify all regulations adopted by member states concerning immigration, residence, and labor and naturalization laws in order to reach a standard system.

There are a few choices available to authorities who are striving to minimize the potential threat emanating from large numbers of foreign residents. One such choice is the periodic purge conducted by police officials who verify residence permits. Violators usually are ordered to leave the country by a specified date. Examples of such arrests and deportations are frequent. In June 1982, 2,000 aliens of different nationalities were arrested and deported from the UAE for violating immigration and labor laws. In November 1982, 25,600 aliens were deported from Kuwait for similar offenses.

A second choice is available to GCC states, one that might in the long run reduce the high dependence on foreign labor. Given the relatively high fertility rate in most GCC states (ranging from 3.5 to 7.5 children per woman on the average), it is possible to plant the seeds for national employment principles. If emphasis is placed on employing nationals in all fields, development strategies could remain free of at least one source of instability. •

—Joseph A. Kechichian

Joseph A. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Gulf Cooperation Council States: Population and Foreign Labor Force

	BAHRAIN	*KUWAIT*	*OMAN*	*QATAR*	*SAUDI ARABIA*	*UNITED ARAB EMIRATES*	*TOTAL*
Total Population	350,798	1,562,190	948,000	240,000	9,229,107	1,040,275	13,370,370
Foreign Population	112,378	955,390	459,700	180,000	2,150,000	750,383	4,607,851
Percentage Foreign	32%	61%	48%	75%	23%	72%	34%
Country of Origin, Arab							
Egypt	5,800	95,290	12,345	6,000	300,000	15,000	434,435
Iraq	2,550	78,190	3,000	1,000	5,000	1,000	90,740
Jordan*	4,900	20,000	7,490	960	75,000	39,000	147,350
Lebanon	2,560	42,500	10,200	3,000	37,900	10,000	106,160
Oman	15,800	22,000	—	2,000	41,000	30,000	110,800
Saudi Arabia	1,000	23,500	2,000	9,900	—	—	36,400
Sudan	1,780	5,000	13,500	—	71,800	3,000	95,080
Syria	3,200	72,700	12,100	2,500	43,500	5,000	139,000
United Arab Emirates	—	—	2,000	3,200	—	—	5,500
Yemen (Arab Rep)	4,000	5,000	43,000	5,800	800,000	5,600	863,400
Yemen (PDRY)	2,750	20,800	21,500	1,500	180,000	10,000	236,550
Palestinians	—	278,800	48,200	22,500	127,000	34,700	511,200
Other Arabs	2,338	17,700	25,000	5,000	20,000	15,383	84,421
Country of Origin, Non-Arab							
Afghanistan	—	—	10,000	—	—	80,000	90,000
Bangladesh	—	—	60,000	—	10,000	52,700	122,700
India	2,000	75,000	15,000	10,000	100,000	140,000	442,000
Iran	7,700	80,000	2,335	56,700	—	40,000	186,735
Pakistan	15,000	53,800	100,000	46,440	200,000	100,000	515,240
Somalia	—	5,000	5,000	—	5,000	10,000	25,000
South Korea	40,000	—	—	—	30,000	—	70,000
Sri Lanka	—	—	—	—	50,000	4,000	54,000
Other Non-Arabs	2,000	60,000	66,840	3,500	58,800	55,000	246,140

Sources: Figures compiled from Gulf newspapers, MEED (several issues), ECWA, UN estimates.
All figures are estimates.

* *In the case of Jordan, some might be Palestinians carrying Jordanian passports, despite the usual statistical precautions in place. The estimated figures are negligible in any case given the high proportion of skilled Jordanians working in the Gulf.*

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INTERNATIONAL DEMOGRAPHICS™

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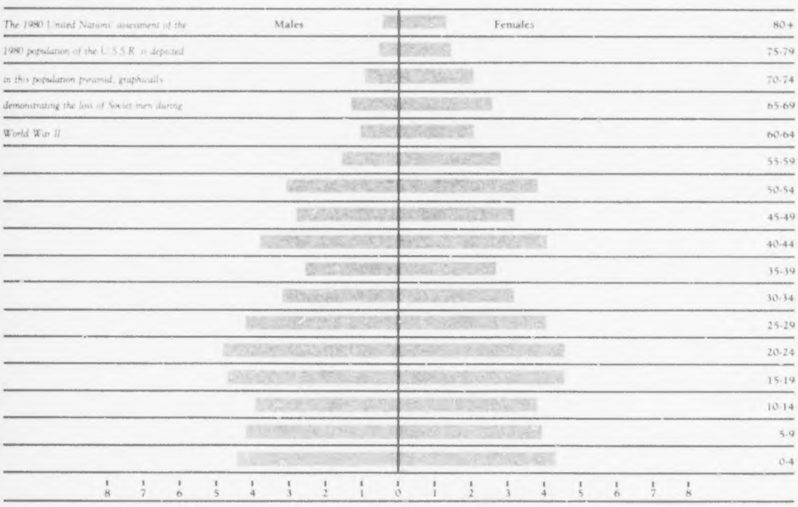

SOVIET UNION

(in percent)

The 1980 United Nations' assessment of the 1980 population of the U.S.S.R. is depicted in this population pyramid, graphically demonstrating the loss of Soviet men during World War II

Paris Paper Shies Away From Eastern-Bloc

Soviet demographer Anatoli Yashin disappointed Paris organizers of an international seminar on the relationship between social policy and health by shying away from discussing the years 1974 to 1981 when death rates, especially among infants, reportedly rose precipitously across most of the Eastern bloc.

Over that period, average life expectancy in Russia and its satellites is thought to have declined at least 3.5 years to age 67.5, according to Jacques Vallin, a researcher at France's Institut National d'Etudes Demographiques, which helped to organize the March seminar for the International Union for the Scientific Study of Population, based at Liege, Belgium.

"The Soviets stopped issuing official mortality figures in 1974, but we believe their increase includes men and women of all ages and may be especially grave as concerns infant deaths," Vallin told *International Demographics*. Demographers believe Yugoslavia is the one exception to the trend among Communist countries, Vallin said.

"Yashin, however, sidestepped the mandate in dealing only with the time up to 1974 when life expectancy was increasing," Vallin said, adding that Yashin's text is one in which topical revisions will be sought before publication sometime next year.

A question and answer period lent little insight into suspected causes for the Soviet life expectancy reversal.

"We'd like to know if demographic surges in a particular part of the U.S.S.R. — Central Asia, for example — are affecting the summary figures. Or what can be attributed to alcoholism or to health-care deterioration if funds are being drained away for vast military spending," Vallin said.

Yashin's paper had been eagerly awaited in the absence of direct participation from the Soviet Union. At the time of the seminar he was associated with the International Institute for Applied Systems Analysis near Vienna, Austria.

In general, the seminar evaluated which kinds of social and health programs have been successful in the past and which seem promising for the future. A question of concern to developed countries is which kinds

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COUNTRY PROFILE: SAUDI ARABIA

of intervention are most likely to succeed against heart disease, cancer, and fatal road accidents, and to produce life-expectancy growth similar to that in the past decade. As for the developing world, one of the questions delegates addressed was the failure, in large measure, of health-care delivery systems patterned on the western model to significantly reduce rural mortality levels.

Milton Roemer, a physician participant, told *International Demographics* that one success of the meeting was bringing together doctors and demographers.

"The prevailing view now is that health policy alone is not enough. For there to be an impact on health, social policy must accelerate health services," Roemer said.

About 125 delegates, half from France, attended the seminar funded in part by the French ministries of employment, health, and research and industry, as well as the United Nations, and the Ford Foundation●

—Peter Inserra

Peter Inserra is International Demographics' *French correspondent.*

Around the World

The World According To Gallup

For every bit of optimism found in a recent 28-nation Gallup International Survey, there is a corresponding bit of pessimism.

Respondents in Spain, Colombia, and Greece, for example, were the most optimistic about their personal lives in the next 12 months, but worldwide, a mood of pessimism prevailed. In total, 36 percent of the 30,000 participants predict 1983 will be worse than 1982 in their personal lives, while only 29 percent foresee a better year. In industrial nations, pessimism outweighed optimism by a 3 to 2 ratio, while in developing nations, optimism matched pessimism.

Most optimistic about the chances of avoiding an all-out global conflict in 1983 are the Finns, Italians, Japanese and Greeks while the least optimistic are Australians, Americans, and Colombians.

Even though they generally believe that there will not be an all-out conflict, the majority of respondents feel the chances of avoiding all international discord are slim. Most optimistic are the Colombians and the Brazilians, but even in these nations, only slight majorities expect 1983 to be peaceful.

Participants expect strikes and industrial disputes to increase this year. The nations in which the largest proportions expect increases are Denmark, the Netherlands and Norway. Only in Spain and Sweden, do the majority of residents foresee fewer labor protests.

Research for the Gallup International survey was conducted in November, 1982.

Source: *The Gallup Report*, January, 1983, P.O. Box 628, Princeton, NJ 08540, 12 issues, $75 per year.

French Population Estimates Revised

The size of the French population in 1982 will exceed by about half a percent the 1982 estimate of 54.2 million, when results of last year's census are revealed this summer.

The revised estimates of 54.5 to 54.6 million were reported by France's *Institut National d'Etudes' Demographiques* (INED) in its annual review of the previous year's population situation.

The official census in France is taken by the Institut National de la Statistique et des Etudes Economiques (INSEE), which counted 52,655,802 inhabitants in France's 1975 census.

INED's estimates include the total population within France. Deducting about 4 million resident foreigners and adding about 1.5 million French citizens living in possessions and 1 to 2 million Frenchmen living in other countries, INED estimates about 53 million French — more than 50 million of whom live in their native land.

The review offers some insight into what the 1982 census is likely to reveal:

—Immigration of 30,000 to 40,000 persons annually.

—About 1 million people gained every four years.

—A gain in 1982 of 0.4 percent in life expectancy.

—A female life expectancy of 78.9 for 1982 — one of the world's highest.

—An increase in the percentage of the population over age 75 — from 3.5 percent in 1946 to about 6 percent in 1982.

—A sharp decline in the population under age 19 — possibly below the World War II level of 29.5 percent.

—An increase in births outside marriage over the 1981 level of 12.7 percent.

Canada's Health

By the year 2022, every hospital bed now available in Canada could be filled by an elderly person, according to a recent report, *Perspectives on Health, 1983*, released by Statistics Canada.

For the next few decades, changes in Canada's age structure will have a greater effect than population growth on health resource planning in that country, the report says. However, demand for services could ease if Canadians used less tobacco and alcohol.

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Psychographics in Europe

International marketers are often confronted with the dilemma of whether to standardize their marketing activities or tailor them to individual countries.

Standardization is attractive because it is less costly and easier to execute. On the other hand, the risks can be huge. If local country conditions differ in ways that affect a product's sales, a standardized marketing strategy could result in lost sales.

Some firms such as Pepsi-Cola and Coca-Cola have accepted the premise of a monolithic force that motivates people to consume soft drinks no matter where they live. Others, such as Singer, view the world from a different perspective. They see each country as a different marketing entity and vary their strategies accordingly.

Europe is a special case of a regional market in which countries are linked economically within a relatively small geographic area, and yet are characterized by considerable cultural diversity. Given the extensive inter-market penetration of the mass media, the opportunity to reach multi-market audiences with common advertising messages is almost irresistible.

But how can marketers be sure that an advertising campaign will work in one or more countries with different cultures? Are there important similarities that cross cultural lines and geographic boundaries?

Values are one cultural characteristic that can be assessed through psychographic surveys. Values are defined here as reasonably durable beliefs that guide the formation of attitudes, and ultimately human behavior, as people are forced to make choices in routine social situations. Values are critical to the selection of products, models, and brands. Therefore, advertising must convey its message in a manner that is consistent with prospective customers' values.

If people in different target countries hold similar values, perhaps they can be considered one market. Recent survey research conducted in the United Kingdom, France, and Germany yielded evidence to support either side of the standardized vs. individualized dilemma. However, the evidence is tilted slightly in favor of a standardized campaign that makes allowances for minor variations by country.

The Research

In each country, 500 women selected by random sampling techniques were asked to rate 29 value scales in terms of their importance to the individual respondent. The value statements included such items as "To become the first of my friends to

continued on p. 11

Value Segments and Scale Definitions, by Country

Country	Segments		
United Kingdom	*Traditional Homemaker* Devoting most of your time to the home Staying at home Doing things slowly and deliberately Spending a lot of time on household tasks	*Contemporary Homemaker* Having a familiar routine Having people admire your possessions Being able to plan all activities in advance Having fashionable possessions Learning about ways to save money on household expenses Having a modern, up-to-date home Having an orderly way of life Having expensive looking possessions To be with people who have up-to-date ideas Learning about something new for your home Having beautiful things in your home Having things tidy Having appliances which are good-looking Saving money whenever possible	*Homemaker Aversion* Having something good happen unexpectedly Having products which are uncomplicated Having many outside interests Being able to get domestic tasks done quickly
Germany	Having a familiar routine Being able to plan all activities in advance Learning about ways to save money on household expenses Having an orderly way of life Devoting most of your time to the home Staying at home Doing things slowly and deliberately Spending a lot of time on household tasks Having things tidy Saving money whenever possible	Having something good happen unexpectedly Having fashionable possessions Having distinctive possessions Having a modern, up-to-date home Being with people who have up-to-date ideas Having products which work as expected Learning about something new for your home Having many outside interests Being able to get domestic tasks done quickly Having appliances which are good-looking	No significant clustering
France	Having a familiar routine Being able to plan all activities in advance Learning ways to save money on household expenses Having an orderly way of life Having appliances which are easy to carry Having products which are uncomplicated Having things tidy Having appliances which are good-looking Saving money whenever possible	Being assured an appliance is easy to use Having something to keep busy at Learning about something new for your home Devoting most of your time to the home	Having something good happen unexpectedly Having distinctive possessions Having beautiful things in your home Having many outside interests Being able to get domestic tasks done quickly

Country Profile

The Kingdom of Saudi Arabia

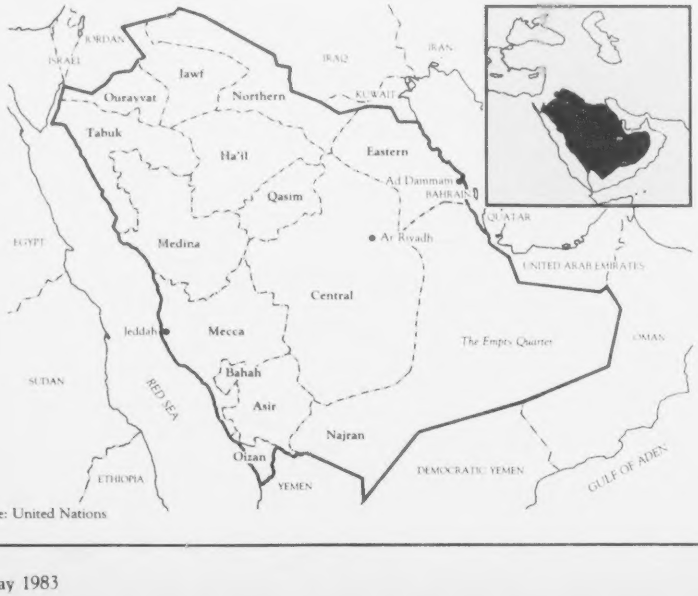
Saudi Arabia was founded by King Ibn Sa'ud who ruled the Kingdom until his death in 1953. Since then, four of his sons have ruled one of the richest states in the world. It was King Faisal (1964-1975), however, who was responsible for the economic expansion of the oil sector which catapulted Saudi Arabia from a weak poorly-managed monarchy into a state with a current five-year development plan requiring $230 billion in investments.

The Western perception of Saudi Arabia as a backward and undemocratic state is beginning to change in acknowledgment of Saudi Arabia's moderate voice in a turbulent region. The ruling Sa'ud royal family was successful in persuading its Middle-Eastern allies to form the Gulf Cooperation Council in 1981 and played a considerable role in advancing a new Arab peace initiative (Fez Plan). On the international scene, Saudi Arabia continues to maintain a leading role within the Organization of Petroleum Exporting Countries. Also, a major contributor to the International Monetary Fund (up to $14.1 billion by the end of 1983, ranking it sixth on the IMF contributors list), the Kingdom continues to demonstrate that its economic strategy is closely tied with that of the West.

In 1982, U.S. exports to Saudi Arabia totaled $9 billion, making it our sixth largest market. U.S. oil imports from the Kingdom stood at $7.4 billion in 1982, the first time in 10 years that the U.S. has had a favorable trade balance with Saudi Arabia, whose economy is expected to remain dynamic.

The economic clout of the Kingdom in international financial markets and the vast proven reserves of oil (164 billion barrels) and natural gas (114 trillion cubic feet) buried beneath the sands of Arabia, make it the leading regional power.

SAUDI ARABIA



Source: United Nations

It is difficult to know exactly how many people there are in Saudi Arabia. The last official census was taken in 1974. It is generally acknowleged to be unreliable. A vital registration system does exist, but it does not register every birth and death. United Nations' estimates of fertility data are based on surrounding cultures and UN estimates and projections of population are consistent with the findings of the 1974 census. Therefore, estimates and projections should be used with great caution. Saudi Arabian population experts believe the total figures are overestimated. The data presented here, which are the most currently available estimates, will give an idea of some of the population trends in Saudi Arabia. On-the-spot assessments are necessary for actual market entry.

The 1974 official census count was 7 million people. The 1980 population estimate, according to the most recent assessment of the United Nations' Economic Commission for Western Asia (ECWA) is 9 million people. The annual rate of growth between 1980 and 1985 is estimated by the UN to be 3.9 percent. The UN population projection for the year 2000 is 17.8 million.

With an area of 2.3 million square kilometers (about 900,000 square miles), Saudi's population density is only 4 people per square kilometer. More densely settled regions include the Jeddah-Mecca corridor on the Red Sea, the Dhahran-Damman region in the Eastern Province on the Gulf as well as the area around Riyadh, the capital city since 1926.

Ethnicity and Religion

Saudi Arabia is the cradle of the Arab race. Among Saudi citizens, Arabs are by far the largest ethnic group, forming 99 percent of the population. Naturalized citizens from non-Arab stock form the remaining percentage. According to the ECWA estimates for 1980, Arabs make up 79 percent of the non-national residents. Most of the 21 percent non-Arab nationals were from the Indian subcontinent. Substantial numbers of non-nationals now come from countries such as South Korea, the Philippines, and Thailand.

Saudis are Muslims of the Sunni (96 percent) or Shi'a sects. The majority of Sunnis are unitarians (recognizing the absolute unity of God) although they are referred to as Wahhabis. The government is the protector of Islam's two holiest cities (Mecca and Medina) and enforcer of all religious codes. Saudis are deeply religious and the impact of Islam on their daily lives has been misunderstood by westerners. Historical conflicts, dating back to the Crusaders' attempts to control the Holy Land by force account for these misunderstandings. Muslims consider Christians and Jews as "People of the Book" and not only tolerate freedom of worship, but also offer protection during conflict. In Saudi Arabia, however, non-Muslim places of worship are not permitted.

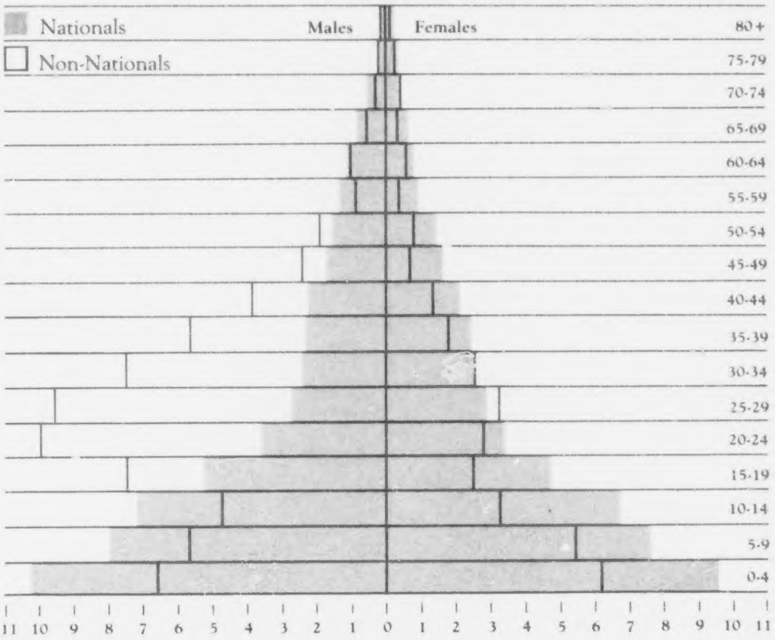
Regions and Cities

The Kingdom is divided into four main provinces, Najd, Hejaz, Asir and Hasa, each headed by a governor who is a member of the Royal Family. In turn, the 4 provinces are subdivided into 14 administrative districts (sometimes also referred to as provinces), 7 of which are headed by sons or grandsons of King Abdel-Aziz Ibn Sa'ud.

The same problems that exist with total population data also apply to data for regions and cities. The following estimates are from the annual special report on Saudi Arabia published in August, 1982 by the *Middle East Economic Digest*. (Ordering information can be found under Sources.)

According to the *Digest* report, the largest district, Mecca, has more than 2 million residents (21 percent of the total population). Next in size are Riyadh District with 1.4 million, Qasim with 1 million, the Eastern District with 850,000, Asir with 800,000, Medina with 600,000 and

Population of Saudi Arabia by Age and Sex, 1980



Population of Saudi Arabia by Age and Sex, 1980 (Nationals, Non-Nationals and Total)

	Nationals			Non-Nationals			Population Total		
Age	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*	*Total*	*Male*	*Female*
0-4	1,392,678	713,651	679,017	272,294	139,406	132,888	1,664,972	853,057	811,915
5-9	1,106,846	566,809	540,037	230,619	118,962	111,657	1,337,465	685,771	651,694
10-14	988,540	504,159	484,381	170,923	98,745	72,178	1,159,463	602,904	556,559
15-19	705,913	364,839	341,074	213,132	157,172	55,960	919,045	522,011	397,034
20-24	503,595	257,551	246,044	274,292	211,491	62,801	777,887	469,042	308,845
25-29	402,797	194,504	208,293	276,972	205,766	71,206	679,769	400,270	279,499
30-34	368,562	175,373	193,189	213,865	157,250	56,615	582,427	332,623	249,804
35-39	346,607	171,210	175,397	159,479	119,751	39,728	506,086	290,961	215,125
40-44	300,284	154,148	146,136	113,680	82,511	31,169	413,964	236,659	177,305
45-49	246,171	132,222	113,949	67,193	49,172	18,021	313,364	181,394	131,970
50-54	197,995	108,214	89,781	60,336	39,647	20,689	258,331	147,861	110,470
55-59	161,993	92,555	69,438	24,845	16,576	8,269	186,838	109,131	77,707
60-64	147,772	86,428	61,344	33,161	18,878	14,283	180,933	105,306	75,627
65-69	99,106	57,012	42,094	18,366	10,804	7,562	117,472	67,816	49,656
70-74	66,757	37,686	29,071	11,240	5,554	5,686	77,997	43,240	34,757
75-79	27,687	12,480	15,207	6,403	3,010	3,393	34,090	15,490	18,600
80+	15,804	6,608	9,196	3,200	1,505	1,695	19,004	8,113	10,891
Total	7,079,107	3,635,449	3,443,658	2,150,000	1,436,200	713,800	9,229,107	5,071,649	4,157,458

Source: Estimates by United Nations, ECWA
in Demographic And Related Socio-Economic Data Sheets For Countries of the Economic Commission For Western Asia, UN, ECWA No. 3, May 1982, Beirut, Lebanon.

Tabuk with 250,000. The Eastern District has the largest land area, but includes largely uninhabited Rubal-Khali desert.

The Financial Times of London reports that the fastest growing district between 1974 and 1980 was centrally-located Qasim, which grew from 316,000 in 1974 to 1 million in 1980, an enormous average annual growth rate of 27 percent.

The Northern District grew by at least 5.5 percent annually and Tabuk by 3.6 percent annually during the same period according to *The Times*. The population of Jeddah and the city of Mecca grew by 5 to 8 percent annually during this period and Riyadh had a spectacular annual growth rate of 10 percent. Some smaller towns, however, actually lost population.

Recent development programs have encouraged urban growth and industrialization in certain districts at the expense of traditional rural life. The ensuing imbalances in population growth tend to favor urban centers over smaller towns which have high rates of emigration, weakening their socio-economic structure.

Saudi Arabia's population is mostly urban. According to UN estimates, the urban population numbered 6.1 million, accounting for 66 percent of the total population in 1980. At an annual growth rate of 4 percent, the Kingdom's urban population could reach 14.5 million by the year 2000.

The rural population (3.1 million in 1980) grew by 0.1 percent between 1970 and 1980. It is projected to decline by 0.3 percent by 1985, remain stable for half a decade, then increase at an average annual rate of 1 percent between 1990 and 2000. UN projections indicate that Saudi Arabia will be 85 percent urban by the year 2000, and 88 percent urban by 2025. Less than two decades ago, Saudi Arabia's rural population comprised 70 percent of the total.

As a result of recent security-related needs, the Kingdom has embarked on an ambitious military buildup with a significant boost in the construction of the basic infrastructure. Military cities near Tabuk and Khamis-Mushayt are expected to house 50,000 to 70,000 people. Similarly the King Khaled Military City which is being built at Hafr Al-Batin in the Northern District will house 80,000 persons.

Finally, the government is financing the building of the new industrial cities of Jubail and Yanbu, each designed to welcome 100,000 people by the year 2000, indicating that long-term urbanization programs are integral parts of the modernization strategy of the Kingdom.

Age Distribution/Immigration

The estimate of the Saudi birth rate for 1980 was 44 births per 1000 population. The death rate was estimated at 12 deaths per 1000 population. The population is projected to grow at an average annual rate of 4 percent between 1980 and 1985 as the country imports workers.

There are many immigrants living in the Kingdom, perhaps 2.4 million. While the exact number of foreign workers in the country is subject to guesstimates, the *1980 Statistical Yearbook*, published by the Ministry of Finance and National Economy states that from November 30, 1978 to November 18, 1979, 665,840 work permits were issued to foreigners, of whom 646,670 were males and 19,170 were females. Other sources estimate the workforce has from a low of 321,000 foreign workers to a high of 1.5 million. The latest estimated figure of 2.15 million is probably the most reliable, especially if the several thousand illegal workers are added to the estimates.

The Saudi government is determined to develop the nation's manpower resources in order to reduce its dependence on foreign labor. To this end, close to 18 percent of the Third Plan allocation of $230 billion has been set aside for manpower development projects. The World Bank estimates, however, that there will be an increase in labor requirements for Saudi Arabia well beyond 1985. The projected 1985 labor force size ranges from 3.05 million with low economic growth to 3.24 million with high economic growth.

The total fertility rate, or the average number of children born per woman, was an extremely high 7.2 in 1980, according to United Nations estimates, a figure the UN projects will drop to 5.9 by the year 2000.

Until the mid-1960s Saudi mortality figures were at best informed guesses, because there was no national data collection agency. Infant, child and maternal mortality rates were high. Life expectancy at birth was 35 years in 1955, according to ECWA. The World Health Organization estimates that life expectancy was 54 for men and 57 for women in 1982 (vs. 70 for U.S. men and 77 for women).

A major reason for the dramatic drop in death rates has been the expansion of public health services. The 3,668 beds in government hospitals in 1961 increased to 13,000 by 1982. In addition to the 65 hospitals, 563 dispensaries and 261 health centers, 2 large hospitals (with a combined figure of 6,000 beds) are under construction. Estimates indicate that by 1985, the Ministry of Health will be responsible for 23,000 beds.

At present there are 3,800 doctors, 6,800 nurses and 4,450 technicians working in Saudi hospitals. Saudis make up only 8 percent of the doctors and 20 percent of the nursing staff. The ratio of doctors should rise once students enrolled in the Kingdom's three medical schools and those specializing abroad start practicing. But the reliance on nurses from other countries, particularly Taiwan, the United Kingdom, the U.S. and other nations remains high because of the social barriers concerning women in the work force. Nevertheless, despite the high cost of public health, the government policy is to provide equal care to all citizens. One particular innovation it has is building primary care and polyclinic centers in rural areas to combat bilharzia and malaria.

Families and Households

The Bedu (singular: Bedouin) represent and embody traditions of honor and hospitality which are the root of Arabian culture. True to age-long customs, Saudis continue to revere their guests. This "duty" of cordiality originates in Islamic teachings which provide a protective shield to visitors. In modern Saudi Arabia, the duty of a host to his guest, whether it is under a tent near an oasis or a roof in a modern house, is a crucial element of the Islamic ethic. When visiting a Saudi house, however, it is traditional that wives are invited to spend the evening apart from the men. Men and women do not mix in public, although in modern circles they may be invited to dine together.

The traditional Saudi family consists of a man, his wife or wives (one to four), his sons, both single and married, with their wives and children, his unmarried daughters, and elderly kin. Among the Bedu, the extended family may be even larger if brothers and their families, uncles and other elders all form a family structure that lives and works together. Urban households are considerably different, but still consist of large families. Economic necessities have reduced the number of polygamous marriages, and in light of the severe housing shortages in cities, an increase is unlikely since households already contain a man, his wife, unmarried children, and elderly kin, who always reside with their children.

Despite these changes in Saudi households, the authority structure remains intact. In the traditional household, the authority of the husband is greater than the wife's. Yet, despite the public segregation of women, their rights are fully protected in religious administration. A woman with a legitimate grievance may seek counsel with a mufti (a juriconsult) at the Mosque, who will follow up on the matter and redress committed injustices. To a great extent, social life in Saudi Arabia is closely tied to the practice of Islam. Islamic law, or Shari's law, is the life of the community. Most, if not all, aspects of social life ranging from daily prayers to inheritance deliberations are covered in the Hanbali school of law practiced in the Kingdom. This also includes marriage and divorce.

The number of Saudi households grew between 1974 and 1980, but the average household size remained at 5.8 persons per household. Expatriate workers who travel without their families are generally housed in employer-provided housing units ranging from simple dormitories to fully-furnished villas depending on their positions.

Housing

Under the current *Five Year Development Plan (1980-1985)*, 15,900 public housing units are to be completed. In addition, 10,000 new public housing units are to be started and delivered before the end of 1984, as well as 58,000 units for employees of government agencies and 6,000 for low income households. The plan estimates that the private sector will construct 181,000 units. Despite this massive construction boom, however, the need for housing in Saudi Arabia is still great. In September 1981, the

A MERGER OF OLD AND NEW

For Naila al-Sowayel, the first Saudi woman to appear on television without a veil, and the first woman to be assigned the prestigious position of Washington correspondent, Saudi Arabia's move in late 1979 to restore traditional norms was not difficult to accept.

Princess Sara al-Faisal, daughter of the late King Faisal, in a 1980 interview for *National Geographic* also valued the great strides made in "changing age-old habits and customs — changes that would not conflict with Islam, such as adult literacy classes, vocational skills, day-care centers, and hygiene clinics." She added, "To veil or not to veil is not the question. It's a matter of tradition and priorities."

For most educated Saudi women, it is critical that religious and traditional customs be maintained. And while women wear the veil in public, dine in separate quarters, and are not permitted to drive in the Kingdom, they do not perceive themselves as second-class citizens.

However, Saudi women face a dilemma today when it comes to moving around increasingly larger urban centers. In Riyadh for instance, mass transportation was used by only 500,000 women out of the first 9 million passengers. Women must ride in separate seating areas, and men have not totally accepted the idea of mothers, sisters and daughters travelling on the bus. Most women, however, have access to a sophisticated system which permits them to move about freely. Usually, it is family members or chauffeurs (for those who are wealthier) who drive women to visit with friends or relatives. This system is also used by young women to meet their male friends without the supervision of their parents. Another method of contact is the telephone.

In Saudi Arabia, it is the woman who shops and prepares food for the entire family. Decisions concerning the purchase of luxury items, ranging from a new car, or a refrigerator for the house, or a new piece of jewelry, customarily are made jointly, with the husband accompanying his wife. It is also traditional for the wife to have a household budget to meet the needs of the children, who play an important role in the lives of Saudi couples.

The opening of women's banks is a further sign of change in the lives of women. The banks, operated by women for women, created controversy but also received a large number of applications from prospective women employees. In Islam a woman controls her own wealth, even after she is married. The introduction of these banks permitted them to fully exercise this right. With the support of religious authorities, the women's banks are institutions that can employ skilled women who previously could not work.

Foreign women are still employed by SAUDIA, the national airline, as well as by hospitals and in numerous other fields where Saudi women traditionally have been excluded. It is probably too early to expect full participation of women in the Saudi marketplace, but strong emphasis on education and the increasing numbers of skilled Saudi women will eventually alleviate the Kingdom's heavy reliance on non-nationals.

—Joseph A. Kechichian

Ministry of Public Works and Housing approved plans for the construction of 1,250 new units in Riyadh, 2,150 in Medina, 2,500 in Mecca, 1,000 in Buraidah, 750 in Ras Al-Khafli, 600 in Qatif and 400 in Hasa. This total of 8,650 units approved in one month indicates how serious the problem is.

Saudis prefer to live in houses with enclosed yards. Multi-story low income housing was constructed in the late 1970s, but stood empty because families didn't want to live in them.

Nearly every town and village has access to reliable and low cost utilities. All households in the largest 15 cities have electricity. Seven power stations at a cost of $15 billion will be added to the 20 in operation, before 1985.

A gallon of premium automobile gasoline was 50 cents in 1982, while the abundance of natural gas makes it the source of fuel most used in cooking and heating.

Literacy and Education

Arabic is the only native language of Saudi Arabia. Unlike many other countries of the Middle East, European languages are not commonly used, but some English is spoken by at least a quarter of all adults. English is widely spoken in the business world but contracts must be translated into Arabic.

The Saudi educational system consists of six parts: primary, intermediary, secondary (general and vocational), teacher training, special adult education and university level education.

Primary or basic education enrolled 325,000 boys and 537,000 girls between the ages of 5 and 9 in 1980, 65 percent of all 5-to-9 year olds. At the intermediary level in 1980, 165,000 boys and 80,000 girls were in school. Secondary education is intended to prepare students in professional and vocational fields. The government is placing a high priority on vocational schooling in order to alleviate the dependence on foreign labor. The government is prepared to restrict the growth of universities as a means of boosting vocational expertise. General secondary education is a ten-year program culminating with a high-school diploma. In 1980, there were 65,000 men and 29,000 women enrolled. Two-to-four-year vocational institutes had 9,700 students attending special instruction in regular programs and 9,400 students in evening programs learning to be air conditioning and car mechanics, carpenters, electricians, welders, metal workers, printers, bookbinders and radio and television mechanics.

Regular secondary education areas of concentration include religious studies, finance and other liberal arts fields, as well as science subjects ranging from health to physics.

Saudi Arabia plans to spend $35 billion on education between 1980 and 1985, or about 16 percent of total expenditures. The objectives are ambitious and include free education for all citizens of school age and the ultimate eradication of illiteracy in the Kingdom. In the words of King Sa'ud University's President Mansour al-Turki, "We must always try to be the best (in educating Saudis) and never be satisfied with what we have." There are now 1.5 million students in schools (22 percent of Saudi nationals and 17 percent of the total population).

In 1974 among Saudi males and females aged 10 and over, illiteracy rates were 53 and 81 percent respectively. The steady decline of illiteracy to 38 and 62 percent respectively in 1980 suggests that success in the educational campaign has been steady. Women represent 37 percent of students, up from 35 percent in 1979.

There also is a strong emphasis on teacher education in order to reduce the reliance on foreign teachers. In 1980, there were 4,600 men and 11,000 women in teacher-training institutes.

Higher education in Saudi Arabia is served by eight major universities with a combined student body of 54,000 in 1980. Of these, the most renowned is the University of Petroleum and Minerals which had 3,000 students in 1980 in highly technical fields of study such as computer science, physics and chemistry. The largest institution, the King Abdel-Aziz University, had 21,700 students, mostly in liberal arts fields. Two universities concentrate on Islamic education. In addition, 5,000 students were attending Women's Colleges in Hasa, Abha and Qasim as well as a college in Damman in 1980. While female students are not granted government scholarships to study abroad (although some do when accompanied by family members who finance their education), 10,000 male graduate students are enrolled in foreign universities, mostly in the United States.

In an attempt to encourage higher education, the Kingdom offers a generous monthly stipend of $300 for students attending a university. For university students coming from outside urban centers, free accommodations are provided. In addition, there is an 80 percent food subsidy for all students at university canteens, as well as a 75 percent book subsidy.

These policies are meant to equip the Kingdom with trained indigenous manpower to run the huge industrial complexes under construction and manage the associated commercial ventures which could transform Saudi Arabia into a world power.

Labor Force and Income

Of the population aged 15 and over in 1980, 52 percent were economically active, including 80 percent of the men and only 8 percent of the women. Among non-nationals, 90 percent of the males and 10 percent of the females were economically active. Women accounted for less than 7 percent of the labor force in 1980. Forty-four percent of the men in the labor force and 60 percent of the women in the labor force were Saudi Arabian nationals. These estimates are provided in a 1982 assessment of demographic and related socio-economic data by ECWA.

The 1980 Third Five Year Plan statistics indicate that 600,000 workers are in agriculture (60 percent of the Saudi labor force) and 104,000 are in manufacturing (14 percent of the Saudi labor force). Mining, construction, trade, transportation, oil and refining, community and social services are the other major occupations, with close to 1.6 million workers. The government employs 321,000 workers.

The Saudi reliance on an expatriate labor force is a dominating factor in the economic well being of the Kingdom, with close to 2 million workers originating in more than 60 countries. Saudis insist that the manpower question is not as volatile as commentators in the western world suggest. One precaution adopted by Saudi Arabia is the rotational scheme which effectively limits the period of time an expatriate is in the country. The average construction worker spends about two years there before being replaced, or leaves the country as soon as the project for which he was hired is completed. There also is an attempt to rely on non-Arab workers in short-term positions implying that the non-Arab expatriate employee is less likely to assimilate with and influence nationals than the Arab expatriate. The major emphasis on increased "Saudization" of the work force, however, indicates that officials in Riyadh perceive the connection between expatriates and national security problems.

Average daily wages in Saudi Arabia are high enough to encourage hundreds of thousands of foreign workers to migrate there, hoping to earn good salaries. In 1980, senior expatriate workers received monthly salaries ranging in Saudi Riyals from 10,000-20,000 (equivalent to US $2,700-$5,800, at an exchange rate of 3.7 Riyals per dollar). Construction workers receive $300-500 per month. Wages tend to be highest for skilled labor, particularly in banking and industrial management. While overall living costs are relatively high (food and beverages cost $635 a month for a family of four on average, or 136 percent of the equivalent basket of goods in New York), considerable savings are possible for expatriates because of tax-free salaries, free travel home for the entire family, and low education and health care costs. For Saudis, the available array of cost-free services are numerous and include health care, education, and housing, as well as generous loans in many fields ranging from agriculture to manufacturing, all inducements to increase the indigenous work force.

Despite the fact that Saudi Arabia reduced its oil production ceiling to four to five million barrels per day in 1983, its financial prospects have never been questioned. The Saudi budget for fiscal year 1982-1983 projects both revenues and expenditures at $91.4 billion. The most noticeable effect of the oil production ceiling has been the disappearance of a budgetary surplus, a standard feature since 1973. The World Bank estimated that Saudi international reserves were close to $150 billion in 1980. Ultimately, there can be little doubt that the entire Saudi economy and social and industrial development rest on oil revenues. While per capita income increased from $600 in 1970 to $6,000 in 1974 and $11,260 in 1980, changes in the world oil situation can have a major impact on the Kingdom. Officials in Riyadh are attempting to diversify Saudi exports to include petrochemicals and other natural resources.

Communications and Consumption

The telephone and telegraphic network is expanding. There are almost 452,000 telephones with two earth stations at Taif and Riyadh used for international communications and a further 11 mobile earth stations connecting domestic facilities. A microwave network is currently under construction with 1,139 antennas, 956 modular shelters, 2,061 radio bays and 280 microwave towers, in effect wiring the Kingdom in all directions except for the Empty Quarter. In addition, at the end of 1979, there were 15,000 telex lines, and 8 television stations broadcasting 70 hours of programming per week in Arabic and English.

In 1980, 10 daily newspapers were published in Saudi Arabia, with a total circulation of 400,000. The major Riyadh and Jeddah papers, such as *Al-Jazirah*, *Al Madina*, *Al Belad* and *Okaz* were distributed throughout the country. English language dailies included *Arab News*, *Saudi Gazette* and *Saudi Review*.

Sources of Information

Perhaps the most complete source of statistical information is the Ministry of Finance and National Economy's *Statistical Yearbook*. The Yearbook may be purchased from the Director General of the Central Department of Statistics in Riyadh.

The Research and Publishing House (P.O. Box 55025, Sin El Fil 090, Lebanon) publishes a useful 371 page *Saudi Arabia Yearbook*. The 1980-81 issue was available for $80.

Outstanding statistical goldmines include: (1) *The Quarterly Economic Review of Saudi Arabia* published by The Economist Intelligence Unit. Ltd. (Spencer House, 27 St. James Place, London SW1A INT, UK) five yearly issues for $95; (2) the annual special report on Saudi Arabia published by the *Middle East Economic Digest* (21 John Street, London WC1N 2BP, UK) which is available for $15 (latest issue August 1982); and (3) the yearly survey published by *The Financial Times* (latest issue April 26, 1982).

In 1981, the UN's Department of International Economic and Social Affairs published the *National Experience in the Formulation and Implementation of Population Policy, 1958-1979*, for Saudi Arabia, which is rich in historic comparisons.

The April 4 issue of *Business America* (published by U.S. Commerce Department) notes prime markets in the Gulf countries, including Saudi Arabia, for furniture and furnishings, sports and leisure goods, and toys and games. More information on these markets is available from the Office of the Near East, International Trade Administration, U.S. Department of Commerce, Washington, DC 20230; telephone (202) 377-5767.

For an indispensable consideration of Islam's impact on Saudi Arabia, consult N.J. Coulson's *A History of Islamic Law* (Edinburgh University Press, 260 pp. $8, paperback). ●

—Joseph A. Kechichian

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Publications

Estimates and Projections of Urban, Rural and City Populations, 1950-2025; The 1980 Assessment, New York City: The United Nations Department of International Economic and Social Affairs, 1982, 94 pp., $9.00.

This booklet contains the best and latest United Nations' estimates and projections, by country and region of the world, of the size of the urban, rural and total populations, percent urban, as well as urban, rural and total average annual growth rates, ranking by population of the world's 25 largest urban agglomerations, and cities by class size. The methodology for reaching these figures also is described.

Forecasting Car Ownership and Use, by OECD Road Research Group, Paris: Organization for Economic Cooperation and Development, 1982, 105 pp., $7.50.

The economic downturn will not reduce car ownership nor auto use in developed countries, according to this report. The increased participation of women in the labor force, more female heads of households, continued suburbanization and decentralization, more licensed drivers in all age groups, and peaks in the size of age groups (25 to 44) who drive the most bode well for the continued expansion of auto use and ownership. A rise in multiple ownership more than offsets a decrease in average auto use, the report says.

As might be expected, ownership of at least one car is approaching saturation among middle and upper-income households in the most highly developed OECD countries. First-car ownership is now increasing more rapidly among lower-income households with more households having enough discretionary income to obtain a second car.

In the United States, 50 percent of all households own two cars; 17 percent own three or more. In France, 20 percent of households own two or more cars. In the Netherlands and United Kingdom, only about 15 percent of households own two or more cars. Growth is likely to be in the second-car market in those countries.

More women in all age groups in all OECD countries are driving. In Finland, in 1979, for example, women held 45 percent of the drivers' licenses, but accounted for 60 percent of new ones. In Norway in 1980, they held 37 percent of licenses, but 55 percent of recently-obtained ones.

Total auto ownership in a family is higher if there is a child present. Families that live in suburban and rural areas are more likely to own cars than those in central cities.

An article based on the report appears in the November 1982 issue of *OECD Observer*. The report can be ordered from OECD Publications and Information Center, Suite 1207, 1750 Pennsylvania Ave., N.W., Washington, DC 20006. Telephone (202) 724-1857.

World Population Trends and Policies, 1981 Monitoring Report, 2 volumes, United Nations, 1982, Population Studies, No. 79. Volume I. Population Trends, Sales No. E.82.XIII.2, 253 pages, $27.00; Volume II. Population Policies, Sales No. E.82.XIII.3, 196 pages, $21.00

This 2-volume report consists of 3 sections. The first part covers recent international demographic trends and has chapters on such subjects as fertility, contraceptive use, nuptialty, and urbanization. Part Two relates population and development by looking at factors like health, labor force participation, and other socioeconomic characteristics that affect and are affected by changes in demographic variables. Data tables support the text.

The third part, contained in Volume II, contains four chapters that cover population growth, mortality, fertility, and international migration. The major changes and issues or area of responsibility for each of the five regional Economic Commissions are summarized. A series of annex tables show governments' perceptions of the status of policies and demographic trends for each country.

Order from United Nations Publications, Room A-3315, New York, NY 10017.

Yearbook of Construction Statistics, 1973-1980. English only. Statistical Papers, Series U, No. 9. 221 pp. UN Sales No. E.82.XVII.15. Clothbound, $25.

In this annual release there are individual chapters for 127 countries or areas. Based on annual surveys, such key indicators as wages, output, value added, fixed assets, etc. are shown along with the number, area and value of the various types of buildings authorized and completed. Dwelling construction by type of investor and geographical location is also shown. In addition, the Yearbook has two international tables — one on dwelling construction and the other an index of construction activity.

Order UN Publications from Room A-3315, United Nations Secretariat, New York, NY 10017.

Agricultural Policies and Human Fertility: Some Emerging Connections, by Wayne A. Schutjer and C. Shannon Stokes, in *Population Research and Policy Review*, Vol. 1 No. 3, The Netherlands: Elsevier Scientific Company.

If a family in a developing country is given more land to increase its agricultural production and hence its income, will the land also affect the size of the family?

In this article, two Pennsylvania State University researchers review the literature that has connected agricultural policies with fertility.

Many developing nations are trying both to increase agricultural production and slow population growth. Whether these two goals are compatible is a good question.

The issues are complex. If families have more land to work, they may decide they need more children to help make the land productive. Women who are better nourished are capable of conceiving more often and bearing healthier children.

Yet, farm families that earn more may also view their improved status as an opportunity to provide more education for fewer children and reduce their child-bearing.

The questions raised by this review of research already conducted make it clear that it is difficult to make assumptions about the effects of agricultural development assistance and that it may not always have the intended affect. In any case, the authors conclude, there must be "coordination of national agricultural and demographic policies in developing nations." •

ATW*/con't. from p. 2*

Three in 10 Canadians both smoke and drink. One in 20 is an alcoholic and 1 in 10 deaths in Canada is alcohol related. Smoking among women is on the increase, although it is levelling off among men.

Perspectives on Health, 1983 (Catalogue No. 82-540E) can be ordered for $9.60 ($8 in Canada) from Statistics Canada, Publications Distribution, User Services Division, Ottawa, Ontario K1A OV7, Canada.

Ghana

The Census Office in Ghana reports its 1982 census was cancelled because of the suspension of the 1981-82 budget by a new government. No new date has been fixed for the census.

Ghana's most recent census was in 1970. The country has an estimated 12.5 million people and an average annual growth rate of 3.2 percent, according to the U.S. Census Bureau. •

Psychographics*/con't. from p. 3*

own a new product," "Staying at home rather than going out," and "Having people admire your possessions." The scales consisted of five points, each labeled by degree of importance. The five degrees were: very important, fairly important, neither important nor unimportant, fairly unimportant, not at all important.

An analysis of the ratings revealed that the women's values differed by nationality. The most striking differences were found in three value statements:

—Having a familiar routine
—To be with people who have up-to-date ideas
—Having beautiful things in your home.

In all three instances, German respondents, on average, rated these value orientations significantly higher in importance than did the French or British women. The British respondents were positioned between those of the other two countries on "having a familiar routine" and "to be with people who have up-to-date ideas," while the French attributed more importance to "having beautiful things in your home" than did the British.

When the values in each country were ranked according to importance, these differences were even more dramatic. For example, Germans ranked "having a familiar routine" first in importance, while the French ranked this item only 23rd (out of 29). The same item was ranked 10th by the British. Another example is "having something to keep busy at." The mean importance rating attributed to this item by the French and the British ranked 6th, but it achieved only 21st rank among the Germans.

With no further analysis we might conclude that Germans prefer to be routinized while British and French women are more compulsive than the Germans when it comes to having "something to do" with their leisure time. Perhaps so, but in the theory of sociology, systems or configurations of values define a culture.

With this in mind, all 500 ratings in each country for all 29 scales were subjected to a statistical analysis which clustered women within each country on the basis of similar values ratings. The results reflected more similarities between countries than were seen earlier in the comparisons of individual scale ratings. For example, in both the United Kingdom and German samples, a strong dichotomy emerged based on traditional home-oriented values on the one hand and a more contemporary attitude toward home and other activities on the other. The British and Germans valued a balance between home and outside interests within a contemporary perspective. The home is a vehicle for expressing this kind of life style rather than an end in itself.

The British sample, however, produced another cluster, not found in the German data, defined by a pronounced aversion to all homemaking and home-centered activities.

The French sample clustered into three groups. One segment paralleled the British homemaker-aversion group except for an aesthetic element added by the French. Another segment bore a resemblance to the traditional-homemaker German segment except that it was not as strongly home-centered. On the other hand, the remaining French segment was strongly home-centered, but it did not exhibit the traditional-homemaker characteristics of the German or British home-oriented (traditional) women. (See table.)

What does all this mean for international marketers? The most important implication of this study concerns the argument favoring a single advertising campaign across countries. Some leading marketers of standardized products, such as Pepsico, have assumed a basic psychographics homogeneity among cultures thereby permitting a single marketing communications program for all.

On balance, the findings provide tenuous evidence in support of mounting a common advertising campaign in these three countries. While some of the differences on an item by item basis were striking, the underlying value structure in all three countries appeared to be sufficiently similar to warrant a common overall communications strategy. However, the distinctions among countries revealed by this analysis should be accommodated by minor thematic variations for each country, or by avoiding elements of difference entirely. •

—Alfred S. Boote

Adapted from an article appearing in the Journal of Advertising Research, *Jan. 1983, Vol. 22, No. 6. Mr. Boote is managing director of Psychographics Research Corporation, Inc., in Bedford, NY.*

Sources

The Population Council

In the United States alone, there are about 35 non-profit, non-governmental organizations whose primary interest is population. Among them, The Population Council stands out as one of the most professional and scientifically-oriented.

The Population Council has three programs: The Center for Policy Studies, the Center for Biomedical Research, and International Programs. The Office of Communications is responsible for publications and information.

George Zeidenstein is the president of The Council. C. Wayne Bardin is the director of the Center for Biomedical Research. George Brown heads International Programs and Paul Demeny, the Center for Policy Studies. Ethel Churchill heads the Office of Communications.

The Population Council is not primarily a business reference organization. However, its access to a substantial international on-line data base and its long-term experience in working with demographic data make it a potential source for special research information required by businesses.

The on-line international data base used by researchers at The Population Council combines several sources of data including the United Nations. It operates under the direction of the Center for Policy Studies. The data base includes the 139 countries with a 1975 population of a half million or more people. There are about 2,700 variables for each country, including demographic, social, economic, and family planning statistics, and in many cases projections to the year 2000.

A business researcher could request, for example, that The Population Council search its data base for countries that meet a half dozen socio-economic criteria specified by the user. Or, the Population Council will print out everything available on a particular country, or rank order countries according to a particular demographic factor.

Because The Population Council is not a business research organization, requests from businesses for special searches cannot be accomplished overnight, and people who need information should allow a reasonable amount of time for their request to be fulfilled. Research projects will be priced according to the amount of time they take to complete. Requests for projects should be directed to Robert Sendek, Computer Specialist, telephone (212) 644-1749.

The Center for Policy Studies also provides editorial direction for *Population and Development Review*, a quarterly academic journal. Despite its scholarly subject matter, the editors strive to keep the journal accessible to the general reader by minimizing the use of jargon and technical material.

Population and Development Review's theme is population and socioeconomic development. Some of the most difficult issues in international research revolve around questions of income — how is it calculated, who has it, and how is it spent? A special supplement issue in 1982 on "Income Distribution and the Family" explored how changes in family and household composition affect income calculations.

Each regular issue of *Population and Development Review* contains articles, commentary, analysis of population trends based on recent census data or household surveys, book reviews, historical documents related to population, and other items of interest such as a recent Senate speech on U.S. immigration policy or a Chinese newspaper editorial on population policy in that country.

The December, 1982 issue (Vol. 8, No. 4), for example, includes among other writers, Nathan Keyfitz, the noted Harvard sociologist and demographer, writing on population forecasting, and an Italian demographer exploring why parents in developed countries now spend such a large portion of their lives without children at home.

A subscription to *Population and Development Review* is $14 for one year and $24 for two years. Zeidenstein, The Council's president, is quick to point out that the cost of the journal is subsidized and to suggest that subscribers make additional contributions to The Council if they find the *Review* useful. Subscriptions can be ordered prepaid from: The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017.

Although the international on-line data base and the *Review* are probably the services of most interest to business researchers, they are not the main things The Council does.

The Center for Policy Studies supports multidisciplinary research in the social sciences with particular focus on population policy. International Programs maintains regional centers in Cairo, Mexico City, and Bangkok to assist local, national, and regional institutions in the design, implementation, and evaluation of population research and action programs.

Through the Center for Biomedical Research, The Population Council supports extensive scientific research on improving contraceptive technology as well as evaluating health issues related to contraceptive methods. Its postdoctoral fellowships in reproductive biomedicine support a new generation of scientists, particularly in developing countries.

Besides *Population and Development Review*, the Population Council publishes another journal, *Studies in Family Planning*, Public Issues papers, Fact Books, monographs, pamphlets and brochures, and maintains an extensive library.

A catalogue of publications of The Population Council is available from Office of Communications, The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017. •

—Doris Walsh

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INTERNATIONAL DEMOGRAPHICS™

The Nine Homogeneous Groups of BL Ltd. Car Buyers

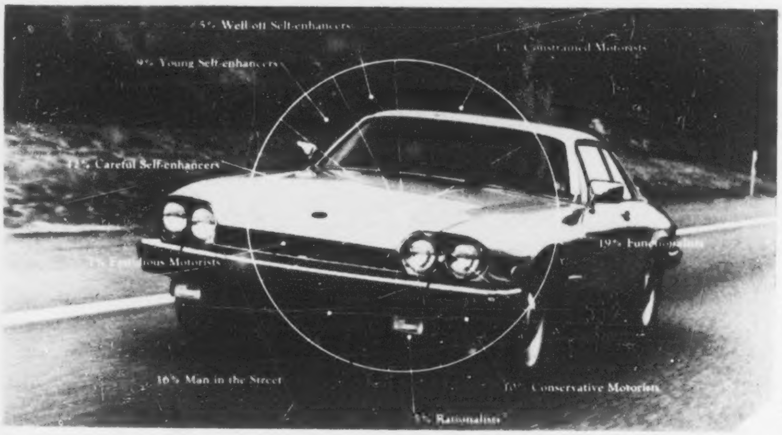

Photo courtesy of Jaguar Cars Inc.

Selling Cars in Europe

The British car industry is being revitalized by clustering market segments according to demographics and attitudes.

BL Cars Ltd., the maker of Jaguar, Austin-Rover, Metro, and Maestro, has used cluster analysis to help with planning for future models.

Philip V. Wade, a manager of product marketing strategy, and R. K. Majumder, manager of marketing for BL, discussed the application of their research at a San Francisco seminar sponsored jointly by the European Society for Opinion and Marketing Research (E.S.O.M.A.R.), the Japan Marketing Research Association, the Japan Marketing Association, and the San Francisco Chapter of the American Marketing Association.

In response to the world oil crisis, BL commissioned studies in 1974 to determine what motorists' response would be. Would they cut back on vacations, buy smaller cars, or move closer to their work? The surveys found that motorists might cut back on the length and number of trips, but that they did not want to give up the freedom and convenience of owning a car.

Through 1976-77, attitude surveys were continued in Great Britain and in France, Italy, Germany, Belgium and Holland. The data gathered was used to cluster new car buyers into nine homogeneous groups.

For example, group 5, representing 9 percent of new car buyers and 15 percent of the total market, was called "The Young Self-enhancer". Their attitudes were described by Wade and Majumder as follows, "Moderately optimistic about income and costs; definitely want a different-looking car, admired by others; like to try different makes or new models and change cars often; aggressive drivers who enjoy motoring and reading about cars; hardly concerned with reliability, after sales service and running costs."

Demographically, 21 percent were single and under 35; 23 percent were young marrieds with an average age of 37. They had above average education and were more likely to be managers or self-employed than some other groups. Eighteen percent were women.

Some of the other clusters were named Conservative Motorists, Functionalists (two-fifths of whom were women), Careful Self-enhancers, Well-off Self-enhancers, and Fastidious Motorists.

Wade and Majumder said segmentation worked because it broke away from the traditional way of thinking about car buyers.

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COUNTRY PROFILE: PERU

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"Car marketers have had a long standing fixation about increasing their market share in younger age groups — justifiable because most car makes manage to keep at least 60 percent of buyers loyal to them at next purchase, so 'get 'em young' can seem a good policy to ensure further market share. Participation in motor racing and production of special sporty versions of family cars are frequently justified on these grounds," the researchers said.

But, they added, "The neo-classical segmentation enables more precise targeting of such policies. First, enthusiasts may be youthful, but they include drivers in more senior age categories, and a wide range of incomes. Sports versions, therefore, should not be restricted to one or two models, but can be added usefully to model ranges in every price class.

"Second, not all young motorists belong to enthusiast groups. Some are particularly concerned with reliability and running costs. The rapid increase in sales of European and Japanese cars — not obviously sporty — to younger British buyers becomes more comprehensible if in these terms."

The clustering system allowed BL to plan a range of cars that would satisfy the needs of motorists and to market to them based on those needs.

Papers from the three-day seminar are available in one volume, "Strategic Planning: A Thing of the Past or a Necessity for the Future — Can Research Contribute?" from E.S.O.M.A.R., J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands, at about 80 Swiss Francs.

Information about joining E.S.O.M.A.R. and the services offered to its members will appear in the August issue. ●

Around the World

Why Juan Can't Read

By the end of this century, every child should be able to at least start school, according to a report in *Finance and Development*.

Despite the increased number of pupils, schools in the developing countries, Stephen P. Heyneman writes, "generally have poor resources and therefore pass on less effectively than they could, the increasingly complex skills required of school leavers today. The education of teachers and the availability of furniture, equipment, and materials are normally well below the standards considered minimal for school in industrial societies."

The author says that in 1977 in the Philippines, there were 10 primary school pupils for every available textbook. A 1979 survey in Malawi found 1 pupil in 8 with a chair and 1 in 88 with a desk.

Teaching tools are sadly lacking because developing countries have to spend so much on salaries, and Heyneman says developing countries face the policy question of whether new teachers should be taken on without a minimum standard of training.

Children in poorer countries have been found to have acquired fewer cognitive skills by the end of primary school than their peers in richer countries.

"The implications of these results for growth in the developing world are sobering," Heyneman writes. "The general education of a population in science, mathematics, and reading has a significant bearing on the degree of productivity to be expected from it."

In order to use new technologies in agriculture, manufacturing and services, future manpower must acquire a certain basic level of cognitive skill.

"Being exposed to 6-12 years of the low quality education provided in many countries may not be enough," Heyneman said.

What this may mean for the future of education, Heyneman speculates, is increased publication of textbooks in developing countries, a need to reassess what equal access to education really means, and a need to increase expenditures on education.

Source: *Finance and Development*, March 1983, International Monetary Fund, Washington, DC 20431.

Jobs Are Reason For Latin American Moves

Not surprisingly, economic motives are found to be the overwhelming reason why residents of Latin America move, according to a Latin American Demographic Centre (CELADE) study.

A study in Caracas, Lima, and Santiago found that more than 50 percent of male migrants had moved to the cities to improve their earnings. Of independent women migrants who moved to Santiago, more than half in the study said they migrated for economic reasons.

Younger men were likely to continue their education after moving, while younger women migrated less for education and more for work. Many of the women came to large cities from rural areas to work as domestics or in manual jobs. Older women were more likely to be married and move with their spouses.

For the American continent as a whole, surveys show that 70 percent of men between the ages of 25 and 65 move to improve their economic situations, but in the U.S., only a third gave that as a reason.

Source: *Population*, The UNFPA Newsletter, Vol. 9, No. 3, UNFPA, 220 East 42nd St., New York, NY 10017. ●

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Demographic Developments in Lebanon

The demographic mixture of modern Lebanon is a complex of races and religions with ancestral and cultural roots dating back several centuries. In the politics of Lebanon, religion is the basis for a quota system in governmental posts, adopted prior to the country's independence in 1943. Thus, statistics on religion from the last official census in 1932 are the basis of the 6-to-5 ratio of Christians to Muslims in all government jobs, maintaining a balance of power between the dominant religious groups. No new census has been taken since 1932 for fear of jeopardizing the government's relative stability.

Modern Lebanon's demographic situation, however, has dramatically shifted over the years. In 1932 the Christian Maronite community was clearly the majority; today it is the Muslim Shi'a community that ranks first. Yet, Shi'as, who live predominantly in southern Lebanon, are at the bottom of the political and socio-economic ladder.

Close to a million Shi'as live in Lebanon today, comprising about one third of the residents. In addition to the million Shi'as, Lebanon's current Muslim citizens include 539,000 Sunnis and 265,000 Druze (an offshoot sect of Shi'a Islam). The Christian communities continue to be numerically led by Maronites (600,000), Greek Orthodox (205,000), and Greek Catholics (160,000). There are also close to 300,000 other Christians belonging to different sects.

The International Monetary Fund estimates that Lebanon's population was 3.16 million in 1980. It is not known, however, whether this figure includes Lebanese migrants who have fled the country during the civil wars to seek employment in the Arab world.

Despite these departures, the proportion of Muslims to Christians remains at about 57 percent to 42 percent. Given the higher total fertility rates of the Muslims, this trend is likely to continue.

Today's pressing political issues have taken priority over long-term demographic change in Lebanon, where population density is 317 persons per sq. km., the highest in the Middle East. By 1990 this figure might be as high as 539 persons per sq. km., according to United Nations' estimates.

Lebanon is a divided society. At 39, this "independent" state lacks the support of a substantial portion of its citizens, whose loyalties lie elsewhere. In late 1982, a mini-coup was staged in the city of Baabeck in the Beka's Valley by Shi'a Muslims who took over the offices of the governor, renamed the main square and proudly waved the Iranian flag. Other incidents have occurred since, indicating that the central government will continue to face serious challenges from many directions. Perhaps the greatest challenge is the strong and ideologically motivated Christian forces better known as Phalanges.

The occupation by three foreign powers, with a combined manpower of 100,000, delays the restoration of Lebanon's authority over its territory. Will demographic change further destabilize Lebanon and reduce it into several ethnic fiefdoms, each establishing special relationships with surrounding powers?

Lebanon's socio-political system includes disparities between classes, regions, and sects. The wealthy tend to become richer while the poor continue in poverty. Outside of Beirut, where per capita income is relatively high ($1000 in 1981), the majority of the population, laborers and farmers, earn perhaps ten times less per capita. The rate of literacy is higher among Christians than among Muslims. The infrastructure in place benefits the capital's and northern Lebanon's inhabitants. While Beirut

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Population of Lebanon by Religion

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		Year		
Sect	*1932*	*1956*	*1974-77*	*1982**
Muslims				
Sunni	175,925	285,698	535,000**	539,000
Shi'a	154,208	250,605	650,000**	930,000
Druze	53,047	88,131	243,000**	265,000
Christians				
Catholics				
Maronite	226,378	423,708	572,000***	600,000
Greek Catholic	45,999	87,788	124,000***	160,000
Armenian Catholic	5,694	14,622	24,500****	25,000
Syrian Catholic	2,675	5,699	20,000****	22,000
Latin (Roman)	—	4,506	20,000****	22,000
Chaldean	528	1,466	6,459****	9,000
Non-Catholics				
Greek Orthodox	76,522	148,927	175,000***	205,000
Armenian Orthodox	25,462	63,679	75,000*	85,000
Protestant	6,712	14,365	124,000***	135,000
Syrian Orthodox	2,574	4,798	5,000*	6,000
Jews, Baha'is, etc.	9,819	13,876	19,000*	14,000
Total Population (Citizens)	785,543	1,407,868	2,592,959	3,017,000
Total Muslims	383,180	624,434	1,428,000	1,734,000
Total Christians	392,544	769,558	1,145,959	1,269,000
Percent Muslims	48.8	44.4	55.1	57.5
Percent Christian	50.0	54.7	44.2	42.1
Total Population (Non-Citizens)				
Palestinians	—	50,000*	450,000*	400,000
Others (Syrians, Egyptians, Britons, Americans, etc. . . .)	—	200,000*	1,100,000*	500,000
Total Non-Citizens	—	250,000	1,550,000	900,000

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Country Profile

Republic of Peru

Some meteorologists trace California's recent battering storms and the East Coast's mild winter to changes in the Humboldt Current that lies off Peru. The last time it shifted in 1972, the entire Peruvian fishing industry was ruined by the disappearance of anchovies. North Americans may think of anchovies as something they refuse on pizza, but Peru supplied one-fifth of the world's fish catch from their coastal waters alone. Because of the loss of fishmeal, poultry prices in the United States increased more than 40 percent that year. The blow to Peru's economy was even more severe, and recovery has been slow.

Economic problems have been complicated by political problems. Peru has been on a political seesaw for more than a decade. The government was just returned to a democracy in 1980 after 12 years of a leftist dictatorship. The current president, Fernando Belaunde Terry, is interested in friendly and equal relations with the U.S. Foreign investment is encouraged, inflation has slowed, and infrastructure projects are getting off the drawing board.

Peru's trading relationship with the U.S. has also been on a seesaw. The U.S. continues to be the principal supplier of goods and services to Peru, but competition from Japan, France, Spain, Brazil, and Argentina is cutting into the U.S. share of Peru's import market. In 1981, for example, 42 percent of Peruvian imports were from the U.S., but by 1982 that share had dropped to 29 percent. Dollar value of Peruvian imports from the U.S. dropped from $1.6-$1.8 billion in 1981 to $1.1 billion in 1982.

There is a market for U.S. goods, however, as a result of Peru's import liberalization program and the compressed demand from 12 years of import restrictions.

Population Growth

Peru has the fourth largest population in South America (after Brazil, Argentina, and Colombia). Preliminary results from the 1981 national census report 17,031,221 persons. This is an increase of 25.8 percent over the 13.5 million persons counted in the last census in 1972. The U.S. Census Bureau estimates that the 1972 census excluded approximately 40,000 of the jungle population. Based on official Peruvian adjustments for a 4.1 percent undercount, the U.S. Census Bureau reports an adjusted 1972 population of 14.1 million. Our Census Bureau also projected a 1981 population size of 18.1 million for Peru, suggesting that the preliminary total of 17 million people may suffer from an undercount similar to the one in 1972.

Peru reported an annual growth rate of 2.8 percent per year between 1975 and 1980, almost identical to the growth rate between 1970 and 1975. The U.S. Census Bureau estimated the annual growth rate at 2.7 percent between 1970 and 1975, and projected a rate of 2.5 to 2.8 percent for 1981. International immigration counted for 332,554 persons in 1980. Peru projects that its population will be 23.3 million people by 1990 and 29.8 million by the year 2000. At the current rate of natural increase, the population would double in 25 years, or equal 34 million by 2005. The Population Reference Bureau projects a total of 50 million Peruvians by 2020.

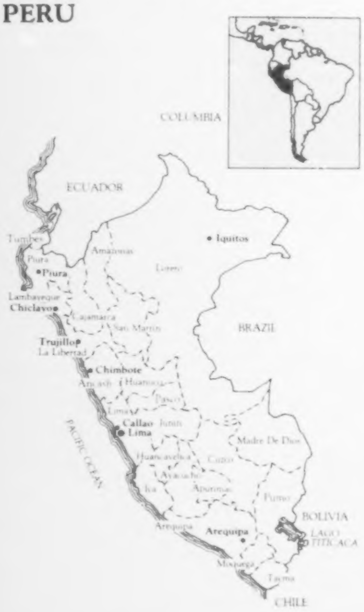
Peru's land area is the third largest in South America, after Brazil and Argentina. At 1.3 million square kilometers, it is about the size of the U.S. region stretching from New York City to Chicago and south to Miami. Density in 1981 was 13.3 inhabitants per square km. Density is highest in the constitutional province of Callao, a small government jurisdiction of only 147 square km. but with 447,000 residents (making the density over 3,000 persons per sq. km.). The main administrative divisions in Peru are "departmentos", roughly equivalent to U.S. states. The 24 departments are further divided by 153 provinces and 1,680 districts.

The department with the highest density is Lima, location of the capital city by that name. Density there was 140 residents per sq. km. in 1981. The least populated department in 1981 was Madre de Dios, a sparsely settled region on the western border with only 0.5 persons per sq. km.

Regions and Cities

The most famous city in Peru is the "lost city" of Machu Picchu, an ancient Incan city discovered only 70 years ago. The modern capital of Peru is Lima, a city of 4.1 million persons (called Limenos) located atop an oasis surrounded by the

PERU



Source: La Poplacion Del Peru, C.I.C.R.E.D. Series, Officina Nacional de Estadistica y Censos.

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Andes Mountains to the east, the Pacific Ocean to the west, and extensive deserts to the north and south. Although North Americans tend to think of Peru as tropical jungles and mountain peaks, the Humboldt current and the Andean rain shadow combine to strip the narrow coastal region of moisture, creating one of the world's driest deserts. Despite these harsh conditions, about one-half of Peru's population lives along the 1,400 mile coast.

Lima is the largest city in Peru and contains nearly one-quarter of the country's population. It is characterized by great wealth and great poverty. Shopping malls in middle- and upper-income areas such as Miraflores and San Isidro cater to cosmopolitan Peruvians, while shantytowns (barriadas) on the edge of town barely house Andean immigrants who make a living selling wares from pushcarts on the streets. Cardboard boxes are common housing in the shantytowns. Estimates are that the Lima metropolitan area grew by 3.7 percent per year between 1972 and 1981, a decline from 5.7 percent a year between 1961 and 1972. Because of their close proximity, statistics for Lima and the constitutional province of Callao are often combined. The entire metropolitan area contained 4.6 million people in 1981.

Peru is divided into three natural regions: the coast (Costa), the mountains (Sierra), and the jungles (Selva). Estimates for 1980 are that 50 percent of the population lived on the coast, 40 percent in the mountains, and 10 percent in the jungles. The mountain region has declined slightly in its proportionate share of the population since 1972 while the coast and jungle have increased their shares slightly.

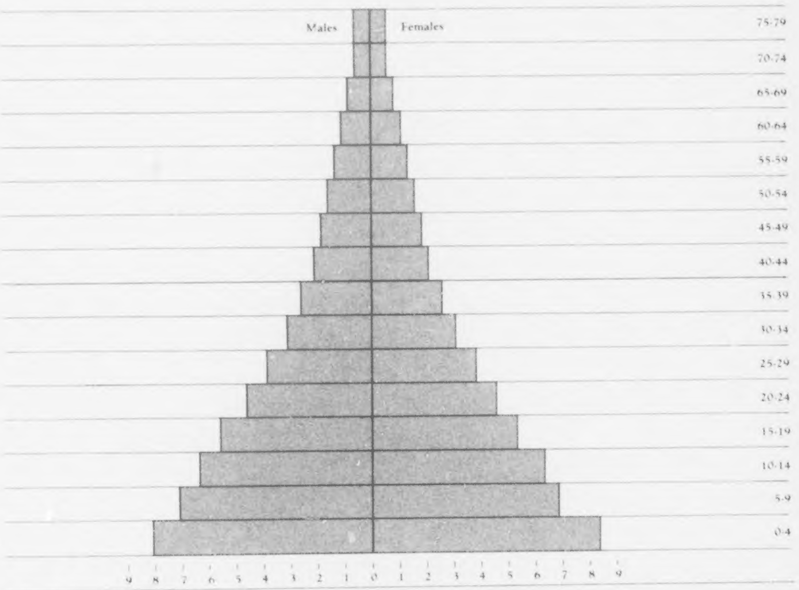
In 1981, Peru was 65 percent urban, an increase from 60 percent in 1972 and 47 percent in 1961, but Peru is a good example of the difficulty of using average urbanization data and applying them to a whole country. The coastal population is 87 percent urban, while the mountain population is only 27 percent urban. Jungle areas are, of course, largely rural.

Seven of Peru's 24 departments were over 75 percent urban in 1981 and 9 of its 153 provinces were 90 percent or more urban. Fifty of the 1,680 districts had 20,000 or more inhabitants and 8 capital cities had populations of 100,000 or more. Growth rates in the capital cities ranged from 0.7 percent a year in Lima to 5.1 percent a year in Iquitos.

Migration into urban areas averaged 146,500 persons per year between 1975 and 1980, or an average increase of 1.4 percent a year. Although the absolute number of immigrants is expected to increase to 163,400 persons a year by 1995-2000, the rate of increase is expected to decline to 0.8 percent a year.

The most recent inter-departmental migration data are from the 1972 census. At that time, 13 departments had experienced net outmigration. The departments with the greatest gains in the early 1970s were Lima-Callao, Tacna, and Amazonas. Migration in Peru is often seasonal, with rural men traveling to another region for part of the year to grow cash crops or trade goods. Men are slightly more likely to engage in seasonal migration than women. This voluntary separation for several months of the year is sometimes

Estimated Population of Peru by Age and Sex: 1980



Age	*Total*	*Men*	*Women*
Total	17,779,500	8,911,000	8,868,500
0-4	2,885,100	1,455,800	1,492,300
5-9	2,484,500	1,248,900	1,235,600
10-14	2,238,300	1,128,900	1,109,400
15-19	1,930,700	973,700	957,000
20-24	1,629,700	819,300	810,400
25-29	1,334,700	669,500	665,200
30-34	1,090,400	546,100	544,300
35-39	887,300	443,500	443,800
40-44	755,400	377,200	378,200
45-49	641,700	319,700	322,000
50-54	533,300	264,900	268,400
55-59	429,400	212,500	216,900
60-64	328,700	161,300	167,400
65-69	246,100	119,300	126,800
70-74	174,300	83,300	91,000
75+	189,900	87,100	102,800

Source: *Boletin de Analisis Demografico No 20: Peru: Proyeccion de la Poblacion Urbana y Rural: 1970-2000*; Instituto Nacional de Estadistica, Lima-Peru, Noviembre 1978, Pags 15, 20 y 25.

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used as an effective means of birth control, serving to space births at longer intervals among Andean couples.

Ethnicity and Religion

The 1940 census was the last to enumerate the population by ethnic group. However, it is possible to estimate the current ethnic composition because ethnic identity in Peru is closely tied to socioeconomic status. Whites, or criollos, are the elite of society and compose about 15 percent of the population. They trace their roots to the earliest Spanish settlers. Mestizos, about 37 percent of the population, are also sometimes called criollos. A mestizo is anyone of mixed ancestry, but allocation to that group depends more on occupational and social distinctions than actual racial lineage. For example, calling someone white bestows elite status, while calling a person mestizo assigns him or her to the middle or lower class. Whites and mestizos both enjoy social and political dominance over Indians.

The Indian population is divided into two subgroups: tropical forest groups of about 250,000 that inhabit the Selva (jungles), and Quechua and Aymara speakers from the central and southern Andes. Most of the three million native Quechua speakers live in the Sierra departments of Ancash, Ayacucho, and Cusco. Aymara-speaking Indians are concentrated to the south in the departments of Arequipa, Moquegua, and Tacna.

Indians comprise about 45 percent of the population, but the term is applied loosely to denote anyone whose social status is perceived as inferior. Exact racial criteria are not clear. Residents of the Andean highlands and those monolingual in Quechua or Aymara are clearly Indian, whereas those monolingual in Spanish are clearly white or mestizo. But even this distinction is blurred because the original Spanish conquerers ruled the Peruvians by learning Quechua. Thus in the colonial era there were substantial numbers of Spanish who spoke fluent Quechua. And as more Quechua and Aymara Indians learn Spanish, linguistic distinctions of ethnicity fade further. Both Spanish and Quechua are the official languages today. Spanish is used most often for governmental and commercial business transactions.

Indians who seek upward mobility by learning Spanish, changing their traditional dress, and taking mestizo occupations "become" mestizos and are called cholos. This term is often used pejoratively to indicate someone trying to "pass" as mestizo, but it underscores the fluidity of the ethnic continuum. It is often difficult to distinguish specific traits, but a central theme seems to be level of integration with the outside world. Whites are most involved with national and international society, mestizos fill local official posts and urban professions, and Indians are the most rural and isolated.

Peruvians are overwhelmingly Roman Catholic. In 1971, Protestants numbered only 100,000 (less than 1 percent of the population) after a century of missionary work. Many Aymara speakers in the Puno department are converts to Seventh Day Adventism, and the rest of the Protestant population is distributed across the country.

The strong historical relationship between the government and the Church has firmly inculcated Catholicism into daily Peruvian life, as reflected in numerous fiestas celebrating saints' days. The adaptability of the religion to local conditions is represented by a special procession during Holy Week honoring El Senor de los Temblores — Our Lord of the Earthquakes.

Age Distribution

Peru has the very young population characteristic of countries with high fertility. The median age in Peru is 18 compared with 30 in the U.S. Forty-four percent of the Peruvian population is under age 15 and only 3 percent is aged 65 and over. In the U.S., 23 percent of the population is under age 15 and 11 percent is aged 65 and over. As these figures suggest, life expectancy is considerably shorter in Peru than in the U.S.: 57 vs. 74 years.

Peru's birth rate was 39 births per 1,000 population in 1980 (vs. 16 in the U.S.). With a death rate of 12 deaths per 1,000 population, the average rate of natural increase is 2.8 percent per year. Although fertility is projected to drop to about 31 births per 1,000 population by 2000, mortality is also expected to drop to 7 deaths per 1,000 population. That means the rate of natural increase will still be about 2.4 percent per year.

The total fertility rate (TFR) reflects the average number of children a woman has during her childbearing years. A TFR of 2.1 to 2.5 (depending on mortality conditions) is considered replacement level fertility. Peru's TFR was 5.3 in 1980, with a projected drop to 4 by 2000. By comparison, the TFR in the U.S. is 1.8, just below replacement level.

Peruvian Indians feel that five is the ideal number of children for a couple. Five children are considered lucky and the proper number for a complete family. Most women who seek birth control do so only if they already have five living children. With an infant mortality rate of 88 deaths per 1,000 live births — second only to Bolivia's as the highest in South America — a woman may lose several infants and be quite old before she seeks contraception.

There are pronounced differences in vital statistics between urban and rural areas in Peru. The birth rate in urban areas was 35 between 1975 and 1980 compared with 50 in rural areas. The death rate was 9 in urban areas and 17 in rural areas. Differences in infant mortality are especially striking: 80 in urban areas vs. 139 in rural areas. Life expectancy is close to 60 years in urban areas and only 52 in the country. These differences are a reflection of poorer health and less access to medical facilities outside of cities.

Women tend to have smaller families in urban areas: the TFR is 4.5 children vs. 8.5 in rural areas. Median age is higher in urban than rural areas — 19 vs. 15.8, and a slightly smaller proportion of the urban population is under age 15: 41 percent vs. 48 percent. Perhaps the most significant indicator of the effects of these demographic differentials is the dependency ratio, or the proportion of persons under 15 and over 65 to those aged 15 to 65. This ratio is ordinarily high in countries with high fertility. For Peru as a whole, the dependency ratio was 89.8 in 1980, which means that there are almost 90 persons dependent on every 100 persons potentially economically active. In urban areas the dependency ratio is 78, but in rural areas it is 111. In other words, there are more persons dependent than producing in rural areas. This is one type of demographic pressure which encourages migration from rural to urban areas. Projections to the year 2000 indicate the urban dependency ratio will improve to 67.7, but the rural ratio will remain at 106.8.

Households and Families

The Peruvian census defines a household as all people who live together in one dwelling and share food or other basic necessities.

The 1972 census counted 2.8 million households with an average of 4.8 persons. Preliminary totals from the 1981 census are not available yet, but the United Nations projected 3.6 million households for Peru in 1980 and 7.3 million by 2000. If the UN projections are correct, average household size would be between 4 and 4.5 persons in 1981.

As with other South American cultures, family ties are important in Peruvian society. Especially in Indian communities, the family is the focus of all activities and an individual alone is highly unusual. Men and women are not considered adults until they marry. Only 10 percent of Peruvian households had one person in 1972, compared with 18 percent in the U.S. in 1970. In 1972, a quarter of all Peruvian households had 7 people or more, not unusual considering that 5 children are considered to be the proper number in most families.

After marriage an Indian couple is likely to live with the husband's family unless his family is already very large or his wife's family needs help, in which case they would live with the wife's family. Living arrangements are keyed to matching resources and needs. The father's authority within the household is absolute, and young men do not achieve autonomy until the father dies. The typical household consists of several brothers and sisters and their spouses and children.

Housing

Published statistics on housing in Peru are scarce. The 1978 estimates show 3.1 million dwelling units. Types of housing range from brick construction in the largest cities to floating totora-reed huts occupied by the Indians of Lake Titicaca. In between are squatter settlements on the fringes of urban areas. Called "pueblo jovenes" (young towns), these places sometimes spring up overnight. Rather than pay high rents in the center of the city, poor rural migrants lay claim to land on the periphery and build their own huts.

As the fortunes of the migrants improve, so too do the neighborhoods in which they live. Straw huts are gradually replaced by brick houses with electricity and water, and schools and health centers are built. During the 1960s and 1970s, squatter settlements on the edges of Lima were slowly incorporated into the city as officially recognized districts. Estimates are that one-quarter of Lima's population lives in these "young towns."

Data from the late 1970s indicate that 41 percent of the Peruvian population had electricity. Almost half of all electric consumption is in the vicinity of Lima. Only larger cities and towns had electricity in the late 1970s. The World Health Organization estimates that in the 1970s, 48 percent of the population had access to safe water.

Education

Peru's constitution mandates free and compulsory primary education for all children. The proportion of the population aged 7 to 13 enrolled in school increased from about 78 percent in 1960 to almost 100 percent in 1975. Enrollment is not as complete at older ages, however. Only 50 percent of persons aged 14 to 19 were in school in 1975, although that was a large increase over the 16 percent recorded in 1960. Elementary and secondary school enrollment is currently about 5 million students. About 85 percent of all students attend public schools.

Enrollment rates are similar for girls and boys. For children aged 6 to 11, 81 percent of boys and 78 percent of girls were in school in 1975. The gap widens somewhat with age: by ages 12 to 17, 80 percent of boys but only 67 percent of girls were enrolled in school in 1975. This lower enrollment rate is apparently not due to early marriage, since the World Fertility Survey of 1977/78 reports that only 14 percent of Peruvian women under age 20 had ever married.

Literacy is highest in urban areas and among males. Statistics from the 1970s reported literacy at 75 percent for the urban population and 25 percent in rural areas. Eighty-three percent of adult men and 62 percent of adult women are literate. Although male literacy in Peru is about average for South America, female literacy is lower than in nine other countries. Peru's proportion of the population aged 12 to 17 enrolled in school is higher than the average for its neighbors, though, reflecting the government's efforts to encourage education.

University enrollment currently stands at 256,000 and the proportion of the population aged 20 to 24 enrolled in school increased from less than 4 percent in 1960 to 15 percent in 1975. The four areas with the highest enrollments are medicine, 21 percent, social sciences and education, 14 percent each, and engineering, 9 percent. The largest number of degrees are awarded in education and medicine.

Statistics from the early 1970s indicate the amount of educational

Metropolitan Areas, 1980

Area	*Population*
Lima, Callao	4,420,000
Chimbote	210,200
Chiclayo	270,500
Truijillo	342,000
Iquitos	166,600
Piura	179,800
Arequipa	437,100

progress being made with each new generation. At that time, about one-half of the population aged 60 and over had no formal schooling. But among those aged 15 to 24, only 12 percent had no formal schooling. The proportion actually completing the first nine years of school has not changed much with time, however. Those with a completed first level of school ranged from 13 percent for people over age 60 to 18 percent for those aged 15 to 24. If the government is to have an impact on the educational level of the population, it will have to do as good a job getting people to complete the program as it does getting them to attend. This will be difficult because the school-age population is growing so rapidly. Staffing problems in rural areas are a particular problem.

Labor Force and Income

Peru's economy is evenly based on agriculture (40 percent of the labor force) and government and otner services (41 percent of the labor force). Industry and mining account for the remaining 19 percent of all workers. Almost six million persons were economically active in 1981, or two-thirds of the population aged 15 to 64. Estimates are that the economically active population will increase from 5.8 million in 1981 to 6.2 million in 1983 and 7.7 million by 1990. Unemployment in Peru was estimated at 7 percent in 1981, an increase over the 4.4 percent reported in 1971.

Forty-six percent of men and 14 percent of women were in the labor force in 1980. Women were 28.5 percent of the labor force in 1981. Sixteen percent of employed women were in agricultural work. The number of women in the labor force is projected to increase from 1.6 million in 1981 to 2.2 million in 1990.

The fastest growing sector of the economy between 1970 and 1980 was commerce, which expanded by 78 percent (from 474,000 workers to 846,000). Growth in the 60 percent range occurred in electrical operations, finance, and services. After agriculture, with 2.2 million workers, services was the largest single sector, with 1.1 million employees in 1980.

Independent workers formed the single largest occupational category in 1980: 2.7 million persons, or almost one-half of the labor force. General laborers numbered 1.3 million, 23 percent of the labor force, and employees of business were another 1 million or about 18 percent of the labor force. Employers (patronos) were less than one percent of the labor force, and domestic and family workers combined were about 10 percent of the labor force.

Manufacturing wages in 1978 in Lima-Callao averaged 539 soles per day (196.2 soles = $1 US in 1978; 806 soles = $1 US in 1982). Construction workers in the metropolitan area earned slightly less at 516 soles per day. Wages in transport, storage, and communications were 514 soles per day in Lima. About half the working population earns wages at or below the official minimum wage which is about $70 U.S. a month in Lima-Callao.

Per capita Gross National Product for Peruvians was $930 in 1980. Peru has the third from the lowest per capita GNP of the 12 South American countries. Only Bolivia and Guyana are lower. The U.S. Agency for International Development estimates that 70 percent of rural and 24 percent of the urban population live below the poverty level.

Communications

Television is a rapidly growing industry in Peru. Broadcasting expenditures are expected to reach $4 million in the near future. Revenues will be used to develop three new television stations and to modernize color equipment. There are currently four TV stations that broadcast an average of 14 hours a day. An estimated 850,000 sets have an average of five viewers each. Both television stations and receiving sets are concentrated in Lima.

There are about 3.5 million radio receivers in Peru. Radio Nacional and its three branches, owned by the government, are part of a 209-station system.

Peru had 69 newspapers in 1979 according to the United Nations. Publications of interest to businesses are the daily newspapers *El Comercio*, *La Prensa*, and *La Cronica*; the weekly magazines *Caretas* and *Oiga*; and the monthly magazines, *The Andean Report* and *Peru Economico*. *El Peruano* is a daily newspaper with coverage of laws, decrees, regulations, and recent government action and programs.

Sources of Information

The *Statistical Abstract of Latin America* (Vol. 21, 1981) has comparative demographic, social, and economic data from the 1960s and 1970s for most Latin American countries. Edited by James Wilkie and Stephen Haber, the 671 page volume is published by the UCLA Latin American Center Publications, University of California, Los Angeles, CA, 90024 (N.P.).

U.S. Department of Commerce publications include the Foreign Economic Trends report (FET 83-010) for $1.75 (Jan., 1983) and the Overseas Business Report (OBR 80-39) for $1.25 (Dec., 1980). Both reports can be ordered from the U.S. Department of Commerce, International Trade Administration, Publication Sales Branch, Room 1617, Washington, DC 20230. The Department of State's Background Notes series includes an Oct., 1982 summary for Peru (#7799). Single copies are available from the U.S. Department of State, Bureau of Public Affairs, Office of Public Communication, Washington, DC, 20525.

The Area Handbook Series of the Foreign Area Studies Program at the American University (Washington, D.C.) published a country study of Peru in 1981. This 320 page volume summarizes the history, social and economic climate, and government and politics of Peru. It can be ordered from the USGPO for $11. The stock number is 008-020-00869-9.

The OAS published a 93 page volume titled *Short-term Economic Reports, Vol. VII, 1981* on Peru. This report is eleventh in a series on OAS member states and includes information on economic policy, public sector expenditures, and prices and wages. It can be requested from The Director, Department of Institutional Development and Financial Resources, General Secretariat of the OAS, 1889 F St. NW, Washington, DC 20006.

Detailed demographic data on fertility is available in a scientific report from the World Fertility Survey titled *Evaluation of the Peru National Fertility Survey 1977-78.* This 57 page report, released in November, 1982, is available from the International Statistical Institute, 428 Prinses Beatrixlaan, P.O. Box 950, 2270 AZ, Voorburg, The Netherlands. Comparative fertility data from the World Fertility Survey are also available in two publications from the Population Reference Bureau: *Family Size Preferences: Evidence from the World Fertility Survey* (April, 1982) and *Status of Women: A Comparative Analysis of Twenty Developing Countries* (June, 1982). Each publication is available for a $1 handling and postage fee and can be ordered from the Population Reference Bureau, Circulation Department, 1337 Connecticut Ave. NW, Washington, DC 20036; phone: (202) 785-4664. •

—*Daphne Spain*

Publications

Big Business Blunders—Mistakes in Multinational Marketing by David A. Ricks, 1983, Homewood, IL: Dow Jones-Irwin, 145 pp., $11.95.

David Ricks dedicates his book to "all those unfortunate people who make this book possible." The mistakes in multinational marketing recounted here should help others avoid similar situations. If they don't help readers avoid mistakes, at least they are good for a chuckle.

Ricks separates his lessons into such chapters as adaptation, naming, promotion, translation, strategy and market research. Each is laced with humorous anecdotes that demonstrate why ignoring cultural differences can be so costly.

For example, imagine the chagrin of the person at a major aircraft company responsible for a brochure being distributed in India that pictured turbaned Pakistani men instead of Indian men. Or the company that tried to sell cinnamon-flavored gum in Chile only to find out that cinnamon is not an appealing taste in that country.

The moral of the story is, it pays to travel to the potential market and ask a lot of questions.

Population and The Urban Future by Philip Hauser Gardner, et al., 1982, Albany, NY: State University of New York Press, 187 pp., $39.50, $12.95 paper.

In 1800 less than 3 percent of the world's population lived in urban places. By the year 2000, estimates are that over half the world's population may be city dwellers.

Urbanization is a way of life as well as a way of describing a clustering of people in one place. Because there is such rapid urban growth, the future of urban areas will have a major effect in determining what the world's future is like.

This book contains three background documents prepared for a conference on population and the urban future held in 1980 in Rome, Italy. The conference was sponsored by the United Nations Fund for Population Activities.

Because studies show that rural to urban migration in less developed countries is closely related to a country's economic development, an understanding of urbanization trends becomes important to an analysis of economic development. This small volume provides that understanding.

International Marketing Data and Statistics — 1983, 1983, London: Euromonitor Publications Limited, 1983, 372 pp., $190, see ordering information below.

This compendium and its companion volume, *European Marketing Data and Statistics-1983,* contains basic demographic statistics as well as data on consumer spending and households. Besides the most recent published statistics, Euromonitor adds its own estimates and calculations.

For example, a table on food consumption in 1980 allows the reader to make comparisons among consumption of such items as milk, poultry, beef, butter, eggs, and honey in 132 countries. In 1980, Venezuelans consumed seven times the beef and three times the poultry per person as Thais or Nigerians.

Tables include standard of living, consumption and market sizes, retailing, housing, health, and education, communications, tourism and travel, as well as basic production, employment, trade, and economic statistics.

The European volume contains more detail, especially in areas such as market size, because better statistics are available from the developed countries of Europe.

Both volumes are available from Gale Research Co., Book Tower, Detroit, MI 48226; telephone (313) 961-2242 at $190 each.

World Population Data Sheet

The 1983 edition of the World Population Data Sheet has been released by the Population Reference Bureau, Inc.

The poster-size wall chart includes basic data for all countries with populations of 150,000 or more and all members of the United Nations — 171 nations in all. Data for each country include the mid-1983 population estimate, crude birth and death rates, the annual rate of natural increase, projected population in 2000 and 2020, the infant mortality rate, total fertility rate, urban population, life expectancy at birth, per capita calorie supply as percent of requirements and 1981 per capita GNP.

A single copy of the data sheet costs $2.00 from Population Reference Bureau, Inc., P.O. Box 35012, Washington, DC 20013. Information on PRB membership and multiple orders is available from the same address.

Demographic Yearbook, 1981. Bilingual (English/French). Statistical Papers, Series R, No. 11, 1111 pp. UN Sales No. E/F.82.XIII.1. Clothbound, $85.00; paperbound, $75.00.

This 33rd issue of a comprehensive compilation of international demographic statistics includes data on population size, natality, mortality, nuptiality and divorce for 220 countries or areas of the world.

The special topic in this issue is natality — or fertility — statistics. The 1981 Yearbook updates the information on natality featured in the 1975 issue. Data from vital registration systems include trends in general fertility and selected derived measures of fertility from 1962 through 1981. Trends, from 1972 through 1980, are presented on births by age of mother, by live-birth order and by age of father. Tables also contain data on live births by type, weight and gestational age and data on legitimate fertility by age of parents and duration of marriage. Data from censuses include children ever born and children surviving by age of mother.

Urban and rural components of the statistics are shown wherever possible. Technical notes to each table are included.

Ordering address for the UN is: Sales and Publication Office, The United Nations, New York, NY 10017.

United Nations Statistical Pocketbook (World Statistics in Brief), seventh edition. English only. Statistical Papers, Series V, No. 7. 105 (numbered) and 15 (unnumbered) pp. UN Sales No. E.83.XVII.2. $3.00.

This is the seventh in a series of annual compilations of basic international statistics, in response to United Nations General Assembly directive to supply adequate basic data to increase international public awareness of national development efforts.

The data were selected from the international statistical information compiled regularly by the United Nations Statistical Office, the statistical services of the specialized agencies and other international organizations. One part contains demographic, economic and social statistics for the world as a whole and for continents.

The *Pocketbook* generally covers the years 1970, 1976 and 1981. The aim is to present, for the period covered, time series that are as nearly comparable as the statistics permit.

China: Demographic Billionaire by H. Yuan Tien, April 1983, Washington, DC: Population Reference Bureau, 42 pp., $3.00.

For those hungry for information on China, the Population Reference Bureau has a new population bulletin that will fulfill at least some of that need.

The author, a native of China, is currently Professor of Sociology at Ohio State University.

By now, everyone knows that the Chinese counted a total population of 1,008,175,288 people in their July 1982 census. What isn't as clear is how this huge population lives within China's borders. This bulletin answers some of those questions.

For example, Tien notes that there is one television set for every 6.8 households in urban areas of China, but only one set for every 53 households in rural areas. Fifty percent of urban Chinese have a wrist watch, but only one in 17 rural Chinese have one.

He says, "The fundamental scarcity is arable land. With some 22 percent of the world's population, China possesses only 7 percent of the world's arable land . . . a little over one-quarter of an acre per person in 1979. This is one-ninth the average in the United States and half the average in India."

The bulletin discusses such demographic issues as population growth, fertility, life expectancy, women and education, population distribution, urban growth and distribution and is packed with statistics, including data on the total 1982 population and density in specific provinces. China's policies with regard to distribution and family planning are fully explained.

Third World Family Planning Programs: Measuring the Cost (Population Bulletin, Vol. 38, No. 1), by Nancy Yinger, et. al, Washington, DC: Population Reference Bureau, 1983, 35 pp., $3.00.

Continued expansion of family planning programs is assumed in the latest United Nations "medium variant" projections that see world population growth slowing from 1.7 percent a year at present to 1.5 percent in the year 2000.

But family planning programs, once well-funded, now compete with other important development activities and funds need to be used more efficiently. If population growth in developing countries is to be stabilized, 80 percent of women of child-bearing age have to practice contraception consistently, compared with the current average in Third World countries of 20 percent.

This study discusses cost-effectiveness and cost-benefit analysis of family planning programs, and some of the problems and prospects inherent in the current methods.

"Other Nations, Other Values," Chapter 10 of **The Nine American Lifestyles: Who We Are and Where We Are Going** by Arnold Mitchell, 1983, New York: McMillan Publishing Co., 287 pp., $19.95.

Researchers working on European countries may be interested in this chapter which describes the values and lifestyles of five Western European countries as outlined by SRI International's VALS program.

VALS has classified United States' residents according to nine different lifestyles and values. VALS assigns to the category of "Belongers" for example, 57 million

Americans who have a median age of 53, are predominantly female, have a median income of $17,300, and a high school education. In the U.S. "belongers" are described as "aging, traditional and conventional, contented, intensely patriotic, sentimental and deeply stable."

The nine U.S. categories are compared with those in five countries: France, Italy, Sweden, United Kingdom, and West Germany, with the percentage of the population and a descriptive passage given for each one.

In West Germany, for example, VALS finds 5.9 million "belongers" summarized this way, "As in the U.S., although wealthier and better educated, more concerned about prestige and social standing."

The information is summarized in a handy comparative table. •

OAS / *con't. from p. 16*

educational affairs, statistics, legal affairs, regional development, social affairs, and tourism. The Statistics section of this catalog has ordering information on household surveys that deal with employment and income measurement in member countries. Order forms for individual publications are in the back of the catalog. Technical documents are available in paper and microfiche.

Both catalogs can be ordered from the General Secretariat, Organization of American States, Department of Material Resources (Sales and Promotion), Washington, D.C. 20006, (telephone: 202-789-3951).

For users in Washington, D.C., the OAS Columbus Memorial Library is the archive for all OAS publications and is open to the public. Located at 17th St. and Constitution Avenue N.W., the hours of operation are from 9:30 A.M. to 4:30 P.M., Monday through Friday. Thomas Welch, Director of Libraries, has prepared a guide for library users which is available on request. The telephone number of the reference desk at the library is 202-789-6037. •

—Daphne Spain

Lebanon / *con't. from p. 3*

has several dozen hospitals, the 200,000 residents in 40 villages of the Akkar region in southern Lebanon had no access to a hospital in 1975, prior to the start of the Civil War.

In the past, stability in Lebanon has been maintained through a democratic process of compromise. While some members of the political establishment have periodically questioned the performance of the governmental quota system, Lebanon's ruling elite maintained close control over their authority. Lebanon was a democratic country whose mosaic of cultures co-existed without national legitimacy, but with tacit agreements and understandings.

Today, each religious community continues to exist in relative isolation from the 16 others, much as they have done for the past several centuries. Communal isolation has exaggerated pre-established prejudices during the past eight years of civil wars and threatens to further divide the citizenry. With dramatic demographic changes further strengthening the "identity" of each community, can Lebanon's reconstruction as one nation-state be anticipated?

Sources

For 1932; Official Census Figures, in S.B. Himadeh, *Economic Organization of Syria*, (Beirut: Khayyat, 1936), cited in Joseph Chamie, "Religious Groups in Lebanon: A Descriptive Investigation," *International Journal of Middle Eastern Studies*, Volume 11, Number 2 (April 1980), p. 177.

For 1956; Figures are estimates published in *An-Nahar* (Beirut daily), no. 6249, April 26, 1956; also cited in Chamie, p. 177 and in John P. Entelis, *Pluralism and Party Transformation in Lebanon*, (Leiden: E.J. Brill, 1974).

For 1974; There are numerous conflicting figures. Only the most conservative ones appear here.

Figures followed by ** are estimates based on statistics published in Richard V. Weekes, *Muslim Peoples: A World Ethnographic Survey*, (Westport, CT: Greenwood Press, 1978), p. 513. Figures are for 1977.

Figures followed by *** from "Role et Evolution du Front Libanais dans la Guerre Civile," *Maghreb-Machrek (Monde Arabe)*, La documentation Francaise, Paris, Number 90 (October-November-December 1980), p. 17.

Figures followed by ****from *The Middle East and North Africa, 1982-83*, (29th edition). Europa Publications Ltd., London, 1982, p. 583. The figures published in Europa originate in direct Christian diocese statistics and include the following higher figures for certain communities than are generally accepted:

Maronites	878,892
Greek Cath.	191,889

Europa yearbook has not published figures for the Muslim sects in 1982. A similar controversy was raised following the publication of figures for the Muslim communities which were higher than generally accepted. In 1975, Kamal Joumblat, head of the Druze-led National Party, published the following figures

Shi'a	970,000
Sunni	690,000
Druze	496,000

giving a total of 2,044,000 Muslims vs. 1,199,000 for the Christians, in *L'Afrique et L'Asie Modernes*, Number 123 (issue 4 for 1979), p. 59. Again, these figures were computed in the estimates above (figures **).

For 1982; Estimates based on newspaper accounts, and statistical projections. Figures tend to be lower than expected for the following reasons: 50-60,000 citizens were killed since 1975 in the ongoing civil war. The low alien figures reflect both a voluntary and an involuntary exodus.

(*denotes my estimates). •

—Joseph A. Kechichian

Mr. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Regions

Europe

Italy

Italy may be the world's seventh largest industrial power, but its retailing still revolves around little family businesses that price goods according to the family's relationship to the buyer and keep change in a drawer, not a cash register.

The Italian government, which cannot keep track of retail receipts for tax purposes, wants to change all that. A law is before the Italian Senate that would require shops with an annual turnover of $140,000 and above to have cash registers by July. By 1987, all shops — even those with an annual turnover of $8,000 or less — would be required to have the electronic machines.

James Buxton, Rome correspondent for *Europe Magazine*, suggests in the Jan.-Feb. issue that if the law takes effect, Italian urban life would change drastically.

"Within 300 yards of where we live in a residential part of Rome, there are three little dry cleaners and laundries (doing work on the premises), two pet shops, several lamp shops, and innumerable food shops and bars. Italians do not make a weekly visit to a supermarket (though a few do exist): they go shopping every day, calling at half a dozen places in a morning and exchanging gossip. By this means, new districts — in which vast numbers of Italians probably live — swiftly become cozy neighborhoods. Take away the little shops and the consequences for Italian life become enormous."

The German Census Protest

The West German Census of Population and Housing scheduled for April 27 has been postponed by a temporary injunction to give the Federal Court time to consider the constitutionality of the census. About 500 West German citizens have appealed to the court that the census will violate their right of privacy.

Depending on what the court decides, government officials hope to reschedule the census for the fall.

Concerns center around the threat of fines for refusal to participate, questions about households, an eight-digit identification number that appears on every page and does not appear to be covered by privacy protections, and the use of personal data to coordinate information with address registration agencies. The West German magazine, *Der Spiegel* reports that as many as a quarter of the nation's citizens will not support the census.

Spokesmen for the protesters seem to object not so much to counting the number of Germans as to the use of the information to verify the address register. The German "Melderegister" has no equivalent in the United States. People who live in Germany for a particular length of time must register their addresses with the government and answer personal questions about who they live with, how much space they occupy, how many bathrooms they have, and so forth. If a move is made, the new address and information must be registered. The concern is that census information will be relayed to the government for matching against the "Melderegister."

Because Germany has a good vital registration system and the "Melderegister," there would probably be little effect on the government's ability to count its population even if the census was cancelled. However, certain questions that are asked on the census, such as whether the person commutes to work or has a second home, might leave some questions about lifestyle unanswered. The popular attitude according to the German press is that the government has no business asking such questions anyway.

In the U.S., a sample of citizens fill out a lengthy questionnaire. In Germany every person must answer all questions. There is concern that the detailed information on each citizen will be shared with industries, allowing them to maximize profit at the expense and inconvenience of German citizens. The department store chain, Tenglemann, for example, had shopping bags printed to promote the census. Those who object to the census say that the promotion was done in return for information the store expected to receive from the government. The store denies this charge.

In the U.S., the census is included in the federal constitution. In Germany, each census must be ratified. This census was originally planned for 1980, but the parties in power at the time could not agree on the rules to conduct it. Once those were settled, the states and federal government were in controversy about how much money the states should receive for their part in the census. That agreement was reached late in 1982 and the census was scheduled for April 1983.

French Life Span Is Increasing

Life expectancy in France rose by two years — to 75 — in the five years ending in 1982. This is up from 64.6 years in 1946-49, according to the country's *Institut National d'Etudes Demographiques (INED)*.

A recent INED background paper cited a finding it calls "surprising" — a continuing rapid decline in infant mortality to a level among the best in the world: 9.5 deaths per 1,000 live births in 1982, a drop from 10 per 1,000 two years earlier and 50 per 1,000 in the 1950s. The world's lowest infant death rate is in Sweden with 7 deaths per 1,000 live births, just ahead of Japan which has recorded great strides in this area. The Soviet Union, states INED, has among the poorest rates with 40 deaths per 1,000 births.

But there has been an increase in French mortality since the 1970s among youth aged 15 to 20. INED attributes this to increased numbers of fatal road accidents, especially involving motorcycles and motorbikes. Deaths in this age group had been on the decline since World War II largely because of a drop in deaths due to diseases.

As life expectancy has gone up, the gap in life expectancy between French men and women has widened, according to the study, from 5.5 years after the war to 8 years for 1978-82. Newborn girls, on the average, could expect to live to age 67.5 in 1949, boys to age 62. By 1982, the figures were 78.9 and 71 years, respectively. The female life expectancy now is among the world's highest.

INED says the widening disparity between the sexes was "unexpected" because population specialists from the 1960s had been predicting a decline in male mortality, instead of what the study calls "stagnation."

There are higher rates of heart disease and cancer among men, who are subject to more industrial hazards and less likely to practice preventive medicine or use health care. Deaths from alcoholism among men were on the increase until nearly the end of the 1960s. And there was an increase in road deaths until 1975.

INED's "backgrounder" focuses, too, on life expectancy and infant mortality in Cuba where it says progress has been significant. Cuban women can expect to live to age 75, comparable to Ireland and Portugal, while men compare with the Danes and the Swiss at 72 years. Infant deaths in 1982 were 19 per 1,000 live births, according to INED.

Certain African, South American, and Southeast Asian countries have life expectancies under 50 — often closer to 40 years. In Afghanistan, it is below 40. And, in all these countries, infant deaths are in the order of 200 per 1,000 births, or even higher when epidemics break out, states INED. India, Iran, Indonesia, and North African countries are not much better off with life expectancies about 50 to 55 years. In rural Africa and Asia, life expectancy drops to less than 35 years.

—*Peter Inserra*

Mr. *Inserra is International Demographics French correspondent.*

The Longevity Gap

The following shows the United Nations estimates of male and female life expectancy, ranked according to the 20 highest and lowest countries, by sex. The estimates may differ somewhat from those reported in the accompanying article which are estimates of the Institut National d'Etudes Demographiques.

Top 20

Male		*Female*	
Japan	73.8	Iceland	79.5
Hong Kong	73.5	Japan	78.6
Iceland	73.3	Sweden	78.6
Sweden	72.6	Hong Kong	78.6
Norway	72.5	Norway	78.4
Switzerland	72.1	Netherlands	78.3
Netherlands	72.1	Switzerland	78.1
Cuba	71.8	France	78.1
Denmark	71.7	Canada	77.7
Greece	71.2	Denmark	77.5
Israel	71.0	United States	77.4
Cyprus	70.9	Finland	77.3
Spain	70.7	Australia	76.9
Italy	70.7	Puerto Rico	76.7
France	70.6	New Zealand	76.6
Canada	70.6	Spain	76.2
Australia	70.5	Italy	76.2
New Zealand	70.4	Luxembourg	76.1
Ireland	70.3	United Kingdom	76.1
Fiji	70.2	Austria	76.0

Bottom 20 (of 157)

Male		*Female*	
Lao-People's Dem. Rep.	44.6	Lao-People's Dem. Rep.	47.5
Guinea	44.4	Bangladesh	47.0
Gabon	44.4	East Timor	45.1
East Timor	44.1	Guinea-Bissau	45.1
Yemen	42.7	Angola	45.1
Democratic Kampuchea	42.0	Somalia	45.1
Angola	42.0	Burundi	45.1
Guinea-Bissau	41.9	Upper Volta	45.0
Somalia	41.9	Senegal	45.0
Burundi	41.9	Niger	45.0
Upper Volta	41.8	Mauritania	45.0
Senegal	41.8	Mali	45.0
Niger	41.8	Democratic Kampuchea	44.9
Mauritania	41.8	Yemen	44.8
Mali	41.8	Nepal	44.5
Central African Rep.	41.4	Bhutan	44.5
Gambia	40.9	Gambia	44.1
Afghanistan	40.0	Ethiopia	42.6
Chad	39.5	Chad	42.1
Ethiopia	39.4	Afghanistan	41.0

Source: *Demographic Indicators of Countries: Estimates & Projections as Assessed in 1980,* New York: The United Nations.

Population Projections by Age for Selected European Countries

Statistics from Eurostat are considered reliable because the Europeans have a well-developed data collection system. Note, there is a projected decline in population in West Germany.

(numbers in 000s)

	Federal Republic of Germany			*France*		
Age	**1980**	**1990**	**2000**	**1980**	**1990**	**2000**
All Ages	60,758	58,587	55,944	53,597	56,085	58,240
0-4	2,957	3,276	2,726	3,728	4,270	4,107
5-9	3,463	3,088	3,143	4,161	4,121	4,246
10-14	4,908	2,925	3,245	4,182	3,713	4,253
15-19	5,055	3,430	3,060	4,284	4,142	4,103
20-24	4,435	4,844	2,879	4,215	4,146	3,681
25-29	4,214	4,975	3,357	4,258	4,236	4,097
30-34	3,812	4,353	4,754	4,143	4,170	4,103
35-39	4,493	4,089	4,872	2,960	4,203	4,183
40-44	4,780	3,645	4,227	3,049	4,063	4,090
45-49	3,755	4,268	3,899	3,266	2,868	4,075
50-54	3,735	4,494	3,407	3,179	2,903	3,875
55-59	3,576	3,456	3,917	3,078	3,037	2,672
60-64	2,225	3,318	3,977	1,608	2,859	2,613
65-69	3,187	2,970	2,834	2,378	2,624	2,591
70-74	2,746	1,632	2,400	2,049	1,258	2,238
75+	3,419	3,825	3,245	3,061	3,474	3,315

	*Italy**			*Netherlands*		
Age	**1980**	**1990**		**1980**	**1990**	**2000**
All Ages	56,338	57,830		13,898	14,648	15,221
0-4	3,883	4,096		886	1,073	991
5-9	4,304	3,895		1,053	979	1,061
10-14	4,560	3,855		1,201	882	1,068
15-19	4,500	4,269		1,221	1,048	975
20-24	3,963	4,500		1,158	1,193	876
25-29	3,799	4,423		1,120	1,212	1,041
30-34	3,918	3,894		1,176	1,150	1,185
35-39	3,543	3,738		911	1,110	1,202
40-44	3,745	3,843		800	1,160	1,134
45-49	3,626	3,441		764	891	1,086
50-54	3,515	3,582		725	771	1,118
55-59	3,406	3,382		716	719	838
60-64	2,098	3,159		579	658	699
65-69	2,709	2,883		537	613	614
70-74	2,151	1,597		441	452	514
75+	2,618	3,273		611	738	822

	Belgium			*Luxembourg*		
Age	**1980**	**1990**	**2000**	**1980**	**1990**	**2000**
All Ages	9,828	9,887	9,972	357	360	360
0-4	589	635	615	20	24	21
5-9	666	593	638	21	22	23
10-14	732	584	630	25	20	24
15-19	796	664	592	27	21	22
20-24	789	740	594	28	26	21
25-29	757	806	676	28	28	22
30-34	720	789	741	28	28	27
35-39	558	745	795	25	28	28
40-44	591	704	772	25	27	28
45-49	629	540	723	25	24	27
50-54	616	562	672	24	23	26
55-59	609	583	503	20	23	22
60-64	370	550	505	15	21	20
65-69	464	508	492			
70-74	393	278	421	48	46	50
75+	551	607	603			

	United Kingdom			*Denmark*		
Age	**1980**	**1990**	**2000**	**1980**	**1990**	**2000**
All Ages	55,903	56,844	58,004	5,124	5,244	5,310
0-4	3,376	4,377	4,121	325	341	328
5-9	3,920	3,844	4,403	363	331	344
10-14	4,484	3,325	4,322	397	327	344
15-19	4,636	3,916	3,840	390	366	334
20-24	4,160	4,513	3,361	371	399	331
25-29	3,818	4,604	3,888	374	391	367
30-34	4,120	4,040	4,391	419	369	397
35-39	3,418	3,681	4,460	361	372	388
40-44	3,205	3,993	3,915	295	414	365
45-49	3,099	3,301	3,555	272	352	363
50-54	3,190	3,042	3,796	275	283	396
55-59	3,366	2,860	3,050	290	254	329
60-64	2,811	2,824	2,698	256	247	254
65-69	2,824	2,789	2,383	246	247	216
70-74	2,350	2,101	2,128	202	200	193
75+	3,126	3,633	3,692	287	351	364

	Greece			Portugal*	
Age	1980	1990	2000	1981	1991
All Ages	9,247	9,696	10,152	9,966	10,522
0-4	688	719	783	906	889
5-9	692	693	752	850	896
10-14	756	684	715	883	876
15-19	707	689	690	914	825
20-24	694	752	681	832	857
25-29	629	703	685	759	878
30-34	610	689	746	652	786
35-39	506	623	696	545	716
40-44	616	603	680	552	619
45-49	648	498	610	570	514
50-54	617	601	588	554	·518
55-59	473	620	476	504	527
60-64	411	570	556	413	496
65-69	427	412	540	384	426
70-75	359	322	446	314	312
75+	414	520	508	334	386

	Spain*	
Age	1980	1990
All Ages	37,260	40,642
0-14	9,786	10,122
15-19	3,159	3,251
20-44	12,222	14,183
45-59	6,523	6,377
60-64	1,550	2,002
65+	4,020	4,708

*no projections to 2000 available
Source: Demographic Statistics 1978, Eurostat, 1980, Belgium.
Columns may not total exactly due to rounding.

North America

Canada

Another Census User Summary Tape from the 1981 Census of Population of Canada is now available.

The file is SDD81A20, a special product with population by sex and single year of age up to 100 plus years, for the whole country, provinces, census divisions, and subdivisions. The cost is $150. For further information: User Summary Tapes, CANSIM Division, Statistics Canada, Ottawa K1A OZ8, Canada; telephone (613) 995-0097.

The updated *Market Research Handbook* is available from Statistics Canada, Publication Sales and Services, Ottawa K1A OV7, Canada. The 882-page handbook contains more than 300 tables and charts that can be used for analysis of markets of all sizes, from local or regional in scope to national. Price is $30 in Canada, and $36 outside.

Statistics Canada has released its latest survey information on household facilities and equipment. The table shows the number of households and the percent of households equipped with various amenities.

Household Facilities and Equipment

	Number of Households (000's)	*% of Total Households*
Total households	**8,254**	**100.0**
Air conditioners		
Window type	819	9.9
Central unit	503	6.1
Cooking fuel		
Electricity	7,495	90.8
Piped gas	522	6.3
Bottled gas	87	1.1
Wood, coal or coke	77	0.9
Oil and other liquid	57	0.7
Microwave ovens	843	10.2
Home freezers	4,483	54.3
Washing machines		
Automatic	5,506	66.7
Other electric	879	10.7
Clothes dryer	5,469	66.3
Automatic dishwashers	2,747	33.3
Age of appliances		
Refrigerator		
—5 years or less	2,586	31.4
—6-10 years	2,672	32.5
—more than 10 years	2,969	36.1
Automatic washing machine		
—5 years or less	2,217	40.3
—6-10 years	1,986	36.1
—more than 10 years	1,303	23.7
TV sets		
Black and white	3,546	43.0
Color	7,013	85.0
Cable television	4,923	59.6
Automobiles		
One	4,321	52.4
Two or more	2,289	27.7
Adult-size bicycles	3,925	47.6
Motorcycles	632	7.7
Snowmobiles	699	8.5
Downhill skis	1,368	16.6
Cross-country skiis	2,097	25.4
Boats	1,312	15.9
Camping equipment	2,316	28.1

For provincial estimates and their details, order the 1982 issue of Household Facilities and Equipment Survey (catalog 64.202, $4.50.)

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Sources
Organization of American States

The Organization of American States (OAS) is the oldest regional association of countries in the world. Begun in 1890 as the International Union of American Republics by the First International Conference of American States, its name was changed to the Organization of American States by the Ninth International Conference of American States in 1948. The OAS currently consists of 31 member states (see table). The General Secretariat is located in Washington, D.C., and there are offices in each member country.

The guiding principles of the OAS are to strengthen peace and security in the Western Hemisphere, prevent or settle disputes among member states, and promote their economic, social, and cultural development. In conjunction with this mission, the OAS collects, synthesizes, and distributes information among its members. Statistics on a wide variety of subjects are also available to the public through their publication program.

There are three types of publications released by OAS: Informational and Technical Publications of the General Secretariat, Official Records of the OAS (e.g., treaties, conventions, and agreements), and Technical Reports (e.g., speeches, seminars, and theses). Official Records may be issued in one or more of the four official languages (Spanish, English, French, and Portuguese), while Technical Reports are published in only one language unless there is enough general interest to warrant translations.

The Informational and Technical Publications, released in one or more languages, are of most interest to businesses and researchers. They include annual publications on economics, law, statistics, education, and general information on the inter-American system. Among these are the *Statistical Bulletin of the OAS*, a quarterly journal of selected socio-economic indicators for member states. The most recent edition is Volume 4, No. 1-2 (January-June, 1982), which can be purchased for $4.00. A year's subscription costs $12.00 and a two-year subscription costs $22.00 (ordering information below). The first part of the Bulletin covers regional demographic and economic trends (with more emphasis on the economic than the demographic), foreign trade, public finances, domestic prices, employment, unemployment, salaries, and goods and services production. The second part consists of individual country tables on three topics: national accounts, public finances and balance of payments, and short-term economic indicators.

Other periodicals are *La Educacion*, a quarterly Inter-American journal on educational developments; *Estadistica*, a semi-annual journal which reviews statistical developments in OAS countries, with particular attention to problems of statistical administration; and the *CECON Trade News*, a monthly newsletter containing in-depth information on the Latin American export sector. Publications like *Americas*, the "Image Series", and the "National Heroes Series" promote understanding of cultural differences through articles on literature art, music, history, and folklore.

Americas en Cifras (Americas in Numbers) is published in three volumes in Spanish only. Volumes 1 and 2 cover the economic situation (agriculture, industry, balance of payments, salaries), and Volume 3 covers social, cultural, and demographic issues. This volume can be ordered separately as *Americas en Cifras, Tomo III: Situacion Demografica Social y Cultural* (1977). The report is 175 pages long and costs $4.00 (ordering information below).

A new bibliographic reference of use to businesses is the *Business Information Sources of Latin America and the Caribbean*, published in English only and available for $6 (60 pages). This directory contains references to current information on economic and financial conditions in the region and updates the 1977 *Guide to Latin American Business Information Sources*. All entries include publishers and addresses and some have telephone numbers. The frequency and price of each publication are listed when available.

Another business-related series is *Statements of the Laws of the OAS Member States in Matters Affecting Business*. Currently available for 19 countries, most of these reports are dated (i.e., early to mid-1970s). The exceptions are reports on the Honduras (1981) and one in preparation for Colombia. Reports are in English only and cost $10 each.

Ordering information for all of the publications reviewed here can be obtained from the 1982 *Catalog of Publications of the OAS*. The catalog is published in English and Spanish, with title indexes in all four official languages. Subject areas include cultural affairs, economics, education, human rights, law, public administration, regional and social development, status of women, science, and statistics. An order form is in the back of the catalog.

Another catalog which contains references to the technical reports is the *Catalog of OAS Technical Reports and Documents, 1979-80 Supplement* (the 1981 Supplement is in press). This catalog is also published in English and Spanish and covers science and technology, cultural affairs, the status of women, economic affairs,

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MEMBER STATES OF THE OAS

Antigua and Barbuda
Argentina
The Bahamas
Barbados
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominica
Dominican Republic
Ecuador
El Salvador
Grenada
Guatemala
Haiti
Honduras
Jamaica
Mexico
Nicaragua
Panama
Paraguay
Peru
Saint Lucia
Saint Vincent and the Grenadines
Suriname
Trinidad and Tobago
United States
Uruguay
Venezuela

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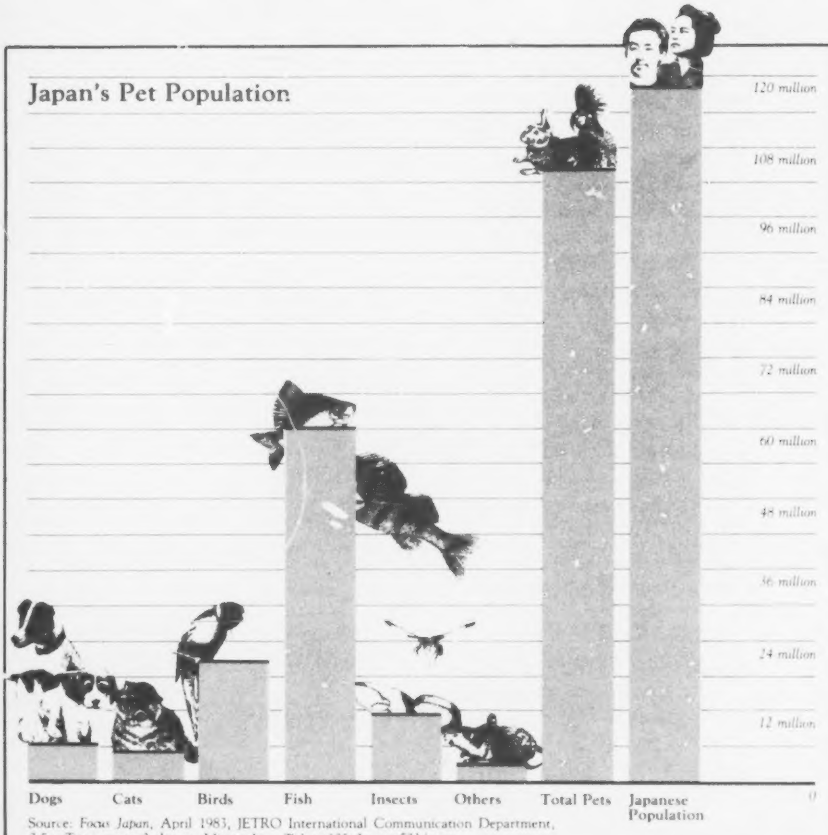

Source: *Focus Japan*, April 1983, JETRO International Communication Department, 2-5, Toranoman 2-chome, Minato-ku, Tokyo 105, Japan. $21/year.

Pet Food Market in Japan Is Wide Open

Until recently, owners often fed their pets rice, miso soup, and dried fish flakes because they were what was handy. That is changing now, however. The pet food market in Japan is estimated at $314 million a year.

An estimated 13 percent of dogs and 9 percent of cats in Japan are on pet food diets, compared with 30 to 50 percent in the United States, Australia, Britain, and Switzerland. To triple the consumption of pet food in Japan, marketers are expanding distribution into supermarkets, convenience stores and other chains. Because more Japanese are living in apartments, cats, small dogs and birds are the growth segments in the pet food market.

Around the World

Contract Awarded to Futures Group

The Futures Group, a Glastonbury, Connecticut firm that specializes in demographic analysis, has been awarded an $8.9 million government contract to analyze the effect of population growth on the future economic and social development of several countries.

The project, known as RAPID II, is part of an Agency for International Development program to assist developing countries to understand the nature and magnitude of problems that accompany high fertility and rapid population growth.

The Futures Group contract is intended to help national leaders understand the impact of population factors and to teach local in-

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COUNTRY PROFILE: WEST GERMANY

stitutions to perform their own analyses.

Countries included in previous studies or intended for RAPID II include Jordan, Turkey, Egypt, Morocco, Senegal, Cameroon, Tanzania, Nepal, Honduras, Botswana, Burundi, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Sudan, Swaziland, Togo, Upper Volta, Zaire, Sri Lanka, Boliva, Costa Rica, Panama, and Paraguay.

Principal investigator on the project will be Philander Claxton, a former United States representative to the United Nations on population matters, who is currently president of the World Population Society. Principal subcontractors are the University of North Carolina and the University of Michigan.

Japanese Savings

Japanese working conditions are at least partially responsible for the high rate of savings among Japanese workers.

The company provides so many benefits that young workers especially have a high likelihood of saving a large portion of their paychecks.

It is common for Japanese companies to offer, for example, room and board at a modest fee to single, young employees whose families live a distance away from the factory, or to lease an apartment at a modest rent to a young employee who is ready to marry. Additional benefits may include transportation to work, uniforms or the opportunity to buy business suits at reduced prices, a company store that sells items ranging from shoes and sportswear to watches, cameras, and other goods at substantial discounts, and company-subsidized vacation retreats.

Another tradition in Japan is paying one, two, or three months of salary in a lump sum twice a year in what amounts to a deferred salary plan. In order to encourage most of it to be committed to savings, banks set up deposit tables at the worksite on the day of the bonus payment. And before bonus day, banks will call door-to-door in neighborhoods soliciting new business.

Source: *PHP*, May, 1983, PHP Institute International, Inc., No. 32 Mori Bldg., 6th floor, 3-4-30 Shibakoen, Minato-ku, Tokyo 105, Japan, $18/year.

Singapore Leads in Labor Force Quality

Singapore's labor force is the best in the world for the third straight year, according to Business Environment Risk Information's most recently released survey.

To evaluate the labor force of 42 countries, BERI studied four factors: relative productivity, worker attitude, level of technical skills, and legal framework.

Singapore ranked first in relative productivity. Mexico, India, Morocco and Kenya all received "worst case" ratings. The United States and Japan received identical ratings for worker productivity.

In the "worker attitude" category, Japan fared better than the United States, ranking number two behind Switzerland. The U.S. ranked thirty-third. Italy, Canada, Ireland, and the United Kingdom all received low rankings in this category.

The U.S., Germany, and Japan all received "best case" rankings in the area of technical skills while Pakistan, Peru, and Indonesia ranked the lowest.

Singapore ranked first again in the legal framework area followed by Taiwan, Korea, and Ireland. Sweden and Germany ranked near the bottom in this category.

More information about the BERI assessments is available from Michael P. Enright, Director of Marketing, BERI Country Risk Services, IRM (U.S.A.) Inc., The Plaza, 2 West 59th St., NY, NY 10019; telephone (212) 751-3970.

Nor Any Drop To Drink

The United Nations has declared the 1980s the International Drinking Supply and Sanitation Decade in recognition of the fact that more than 1.5 billion people in the world still lack safe water and basic sanitation.

Over three-quarters of those people live in rural areas, and 7 to 9 million children a year die of water-related diseases, according to Frederick Golladay, senior economist in the Transportation and Water Department of The World Bank. He estimates that about $300 billion are needed to meet these basic needs.

The bank is shifting its efforts from planning and financial performance in urban areas where it concentrated in the 1960s and 1970s, to operational efficiency, low-cost technology, and reaching small towns and rural areas.

Largest U.S. Market is Developing World

Developing countries comprise the largest market for U.S. products according to John W. Sewell, president of the Overseas Development Corporation.

Third world countries purchased approximately 38 percent of total U.S. exports in 1980, a greater share than that sold to the European community, Eastern Europe, the Soviet Union and China combined.

These exports probably account for one of every 20 U.S. manufacturing jobs, Sewell says in a paper he co-authored with John A. Mathieson, a senior fellow at the Overseas Development Corporation and a former Exxon Corporation executive.

The Tie That Binds: U.S. Interests and Third World Development, points out that of the total $116 billion U.S. imports from developing countries in 1980, 58 percent were in gas, oil or other petroleum products.

By contrast, U.S. imports of manufactured goods from the third world are growing so fast that they now amount to more than one fourth of total manufactured imports.

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INTERNATIONAL DEMOGRAPHICS

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How an Export Trading Company Can Help

Small and medium-sized companies that want to sell their products overseas face hurdles that may overwhelm their modest management teams. For that reason, they sometimes prefer to use the management of an Export Trading Company that takes on much of the burden of finding a market, a distributor, a shipper, and researching regulations and potential financial sources.

The Export Trading Act, which was signed into law, in October, of 1982, is designed to allow small and medium-sized companies to join with similar firms and experienced trade specialists, who will handle the details of exporting for them.

According to an article in *Business America*, "U.S. businesses have been handicapped in setting up joint exporting enterprises by fears of antitrust prosecution, inadequate capitalization, and the inability to include exports of the services professions, such as engineers, architects, and accountants. The new law removes those roadblocks."

To learn more about the role of export trading companies, in researching potential overseas markets, *International Demographics* talked with Ronald W. Snyder, Chief Executive Officer of Overseas Research & Development, Inc. (OR&D, Inc.), an established export management and trade firm, located in Springfield, Missouri.

Q. News reports are full of articles describing the debts of foreign countries, and the suffering of people in Third World countries, who have been hurt by the world-wide recession. Is this a good time for anyone to consider exporting?

A. No country has escaped the effects of the recession. But this year, there has been a noticeable increase in investors from foreign countries putting their money into businesses in the United States. That is a good sign. They believe that the recovery is starting, and the U.S. will lead the way. When they begin to take their money out of U.S. firms, and begin to reinvest their funds in their own countries, and in other foreign countries, then international trade will begin again. The foreign countries will start buying our goods and services again, and the successful exporter will have done the necessary research to be geared up for this, when it happens.

Q. What kinds of questions do you think an Export Trading Company should be able to answer for a client?

A. There are four questions that should be answered before anyone decides to export:

The first includes the main objective — is there a market for your products or services? If a market exists, what would be the risk/reward factor?

The second is, what is the best possible method and strategy to be used to approach the potential market? Cooperation with the country's Ministries is very important. What kind of government help will there be in financing? Can the Export-Import Bank be of help in financing your project?

Third, what is the social fabric — this is the key to knowing the market?

Fourth, what are the possible methods available for entering the market — joint ventures, distributors, sales network, etc? There are many choices that have to be made.

Q. Let's go back to the question of social fabric for a moment. Does that include demographic factors?

A. Yes, especially factors such as religion, language, and level of education, as well as local transportation.

Q. Aren't those obvious factors?

A. To most American businessmen, they are not. When a company is worrying about production cost, customs fees, licensing, transportation and insurance costs, it is easy to overlook some of the more important factors. However, considering those factors first may cause a firm to use different methods in its marketing strategy.

Take the level of education. In the Middle East, much of the population is uneducated. They may be conditioned by advertising to buy milk in a blue carton, because it has been promoted as a high quality product. Given a shelf with milk in red, blue, green, and yellow cartons, the blue will be sold out first, because people buy by color. The wise firm could take advantage of this by designing its own carton with predominant blue, or its marketing strategy might emphasize its green carton.

Q. Is language all that important? We hear more and more frequently that business can be conducted in English in many countries.

A. It is unwise to make that assumption in countries where English is not the official language. For example, a company sent some parts to a firm in Egypt, with the accompanying letter written in English. The parts sat in the Egyptian firm for three months because no one was sure what to do with them. The U.S. company thought the Egyptian firm was being uncooperative when, in fact, the employees simply didn't know what to do. A cover letter in Arabic would have taken care of the problem.

Q. Is that cover letter the sort of service an export trading company can provide?

A. Yes. A trading company must provide that service, but also basic marketing research services, to get the exporter educated. The trading company should be able to provide accurate information about the physical attributes of a country — transportation, communication, etc., the financial and political aspects as well as the social fabric. We do it through a network of independent trading companies in every part of the world. When we have a client who wants to export to Riyadh, for example, we would send the client's information to our counterpart in

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Country Profile

The Federal Republic of Germany

Despite postponement of the West German census*, its population statistics are reliable, based on a combination of census data last collected in 1970, annual statistics from the registration system, and a microcensus — an annual one percent sample of the population.

Accurate population statistics are important for West Germany because it has such a low birth rate that its population is declining. West Germany's crude birth rate — 10 births per 1,000 population — is the lowest in all of Europe.

According to news reports, however, West German women age 30 and over are beginning to produce a mini-baby boom comparable to that in the United States. One observer believes it is in keeping with the naturalistic attempts of the newly-elected Greens Party to combat an over-rationalized society. What could be less rational than having children in today's recession-beset economy in which housing shortages are particularly severe?

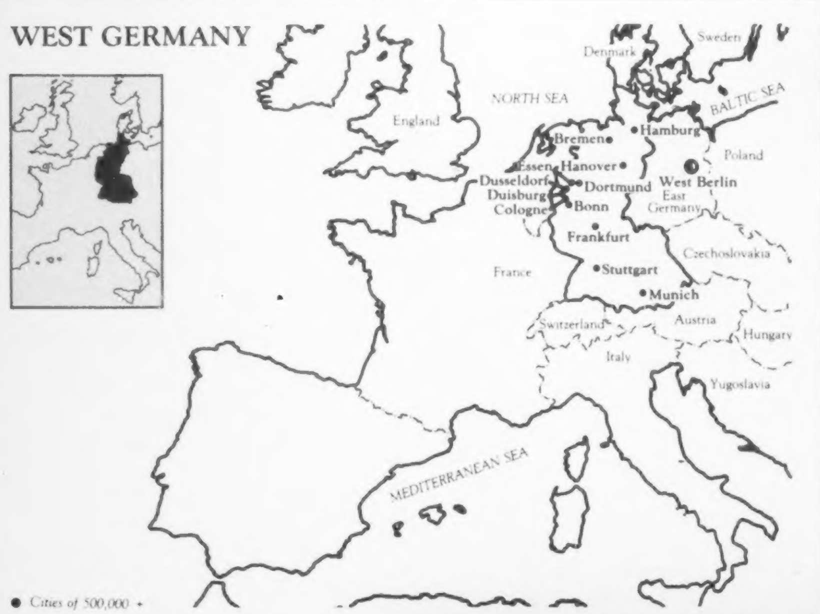
West Germany's death rate of 12 deaths per 1,000 population, combined with its low birth rate and emigration, has produced an average net loss of 0.2 percent of its population per year. West Germany is the only European country with a negative growth rate, although Luxembourg is projected to have no growth in the 1980s.

If the current situation continues, West Germany will have fewer people by 2000 than it does now. The best estimates of the 1982 population are 61.7 million persons. Projections are for 59.9 million in 2000 and 49.3 million in 2020. The last census, conducted in 1970, counted 60.6 million West Germans.

The total population includes about 1.9 million West Berliners who live 100 miles inside East Germany and about 4.6 million foreign-born persons.

Thousands of "Gastarbeiter" (guest workers) were brought into West Germany during the post-World War II economic boom and they now pose an unemployment problem for the government. Estimates are that nearly 20 percent of the population in Frankfurt, Munich, and Stuttgart are foreign workers and their families. Turks make up a large proportion of West Berlin's foreign population, as well. One criticism of the census is that it will be used to discover illegal aliens, a fear fueled by disclosures that Munich census takers would be paid a bonus of $1 for every unregistered German and $2 for every illegal immigrant they turned in.

Concern about foreign workers has resulted in new policies by the federal government. In a statement issued in February 1982, the government said it would limit new immigrants and would exclude new arrivals from Turkey. Greater attempts will be made to assimilate foreigners already in the country.



Regions and Cities

West Germany includes 10 states and the western sector of Berlin. Nordrhein-Westfalen had 27 percent of the population in 1981. Bayern had 18 percent. The least populated state is Bremen with only 1 percent of the population. Because Bremen is so small, however — only 404 square kilometers — its density is one of the highest — about 1,700 persons per square kilometer. Hamburg is the only state with a higher density, at about 2,100 persons per square kilometer.

Nordrhein-Westfalen has only 500 persons per square kilometer and Niedersachen and Bayern have the lowest densities at about 150 persons per square kilometer.

West Berlin's high population density — 4,000 persons per square kilometer — is relieved by 50 miles of lakes, forests, and parks.

The West German population is 85 percent urban. There are nearly 500 cities of more than 20,000 peo-

*A report on the postponement of the West German census appears in the June 1983 issue of *International Demographics.*

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ple and about 60 percent of the population live in places of 20,000 or more. Only 2 percent live in villages of 1,000 or fewer people. Twelve cities of 500,000 or more contained 17 percent of the population in 1981. About 10 percent of the population lived in the industrial megalopolis called Ruhrstadt, an area of Nordrhein-Westfalen where several major cities merge and population density approaches 5,500 persons per square kilometer.

Almost 5 million people, 8 percent of the population, live in the three largest cities of West Berlin, Hamburg, and Munich. Because of its key position in foreign trade, Hamburg has more consuls than any city except New York. Bonn, the capital of West Germany, has only 289,000 people.

To combat the expanses of concrete, most cities with populations of 20,000 or more make small gardens available to their residents. There are 4,000 Small Garden Clubs throughout West Germany, with 470,000 city-farmers. In heavily-industrialized Ruhrstadt, small parks called "green lungs" have been scattered throughout the city to improve air quality.

Ethnicity and Religion

When the Berlin Wall was erected in 1961, closing off thousands of East Berliners from their jobs, industries recruited foreign workers to fill their places. Italians, Yugoslavs and Turks were most numerous, and today they account for an estimated one-fifth of West Berlin's work force. Most foreign-born groups have assimilated into the German culture, but Islamic Turks have remained isolated and currently about 121,000 of them are concentrated in the districts of Kreuzberg and Wedding. In some classrooms in Kreuzberg, 80 percent of the students are Turkish.

Although Turks are a particular problem in West Berlin because of the city's isolation, there are states with more immigrants. One-third of all foreigners (1.4 million) live in Nordrhein-Westfalen and another 20 percent live in Baden-Wurttenberg. Fifteen percent live in Bayern and 11 percent in Hessen.

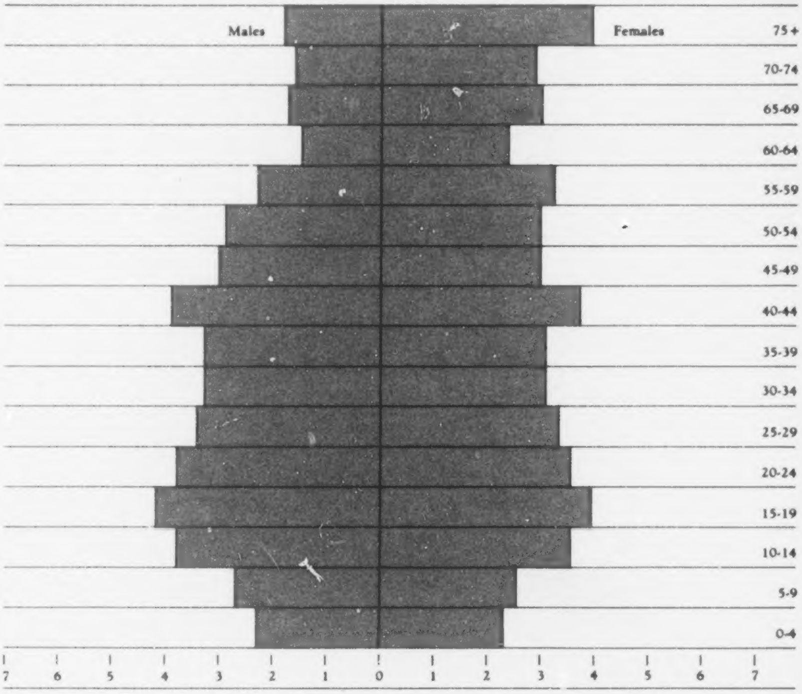
Of the 4.6 million foreigners living in West Germany in 1981, 1.5 million (33 percent) were Turkish, 637,000 (14 percent) were Yugoslavian, and 624,000 (13 percent) were Italian. The other 40 percent were Greek, Spanish, Austrian, Portuguese, and Danish. Men outnumber women in every immigrant group. Immigrants have higher fertility than Germans, and their age structure is somewhat younger — 24 percent are under age 15 and only 2 percent are age 65 or older. Foreign workers tend to be concentrated in the menial jobs that Germans do not want.

West Germany is about equally divided among Protestants (49 percent) and Catholics (45 percent). Four percent of the population professed no religious belief in 1970. Only 32,000 persons identified themselves as Jewish in the 1970 census. Of those who survived the Holocaust, few returned to Germany.

States with the highest proportion Protestant are Schleswig-Holstein,

Population of West Germany by Age and Sex, 1981

(in percent)



Age	*Total*	*Male*	*Female*
All Ages	61,657,900	29,481,000	32,176,900
0-4	2,952,800	1,513,400	1,439,400
5-9	3,285,300	1,678,500	1,606,800
10-14	4,765,000	2,443,800	2,321,200
15-19	5,275,300	2,720,200	2,555,100
20-24	4,755,100	2,461,900	2,293,200
25-29	4,314,100	2,207,600	2,106,500
30-34	4,097,800	2,112,300	1,985,500
35-39	4,075,700	2,098,300	1,977,400
40-44	4,962,000	2,553,400	2,408,600
45-49	3,883,800	1,985,400	1,898,400
50-54	3,773,700	1,855,700	1,918,000
55-59	3,551,200	1,474,600	2,076,600
60-64	2,431,500	964,100	1,467,400
65-69	3,067,500	1,179,100	1,888,400
70-74	2,822,100	1,041,800	1,780,300
75+	3,645,000	1,190,900	2,454,100

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Hamburg, Niedersachen, Bremen, Hessen, and West Berlin. The others have higher proportions of Catholics.

Age Distribution

West Germany's age and sex distribution reflect the catastrophic events that occurred in its recent history. Since 1965, the birth rate has been low or declining and there are "birth gaps" as a result of two world wars and an economic crisis in the 1930s. There are also significantly more females than males over age 50 due to the loss of men during the wars and the longer life span of women. Life expectancy in 1981 was 70 years for men and 76 for women, about the same as for Americans.

Only 18 percent of West Germans are under age 15 compared with 23 percent of Americans. Conversely, 15.5 percent of West Germans are age 65 and older, compared with 11 percent of Americans. War losses showed up most dramatically at the older ages. Nineteen percent of women compared with only 12 percent of men were aged 65 and over in 1981. Projections are that 16 percent of the population will be aged 65 and over by 2000. The proportions of women and men aged 65 and over will remain at about 19 and 12 percent respectively.

West German Cities of 500,000 or More

City	Population (in thousands)
West Berlin	1,900
Hamburg	1,640
Munich	1,294
Cologne	973
Essen	645
Frankfurt	626
Dortmund	606
Dusseldorf	589
Stuttgart	582
Duisburg	556
Bremen	554
Hanover	531

Households and Families

Households in West Germany increased from 22 million in 1970 to 25 million in 1981. Average household size dropped from 2.74 persons in 1970 to 2.46 persons in 1981.

This trend toward smaller households is comparable to that in the United States, but the U.S. is about 10 years behind Germany demographically when household size and composition are considered. In West Germany, one-person households increased from 25 to 31 percent of the total from 1970 to 1981, while in the U.S. in the same period one-person households increased from 17 to 23 percent.

Married-couple households constituted 62 percent of West German households in 1981, only slightly higher than the 60 percent in the United States. Women headed 28 percent of West German households and 26 percent of American households in 1981.

West Germany counted 23 million families in 1981. The average age at first marriage was 26 years for men and 23 for women in 1981. In 1979, the average age of women at the birth of their first child was 25 years. The German total fertility rate — or the average number of children per woman — was 1.5 in 1981, far below the replacement level of about 2.

Almost half of all families had children in 1981, and half of those had only one child. Only 5 percent of families had four or more children. In an effort to encourage higher fertility, the government gives a monthly stipend for each child. Second children get a higher stipend than first children, third higher than second, and so on.

The German divorce rate is not as high as that in the United States. Estimates are that one-fourth of all marriages will end in divorce, but about 70 percent of men and women remarry. There were about one-half million consensual unions in 1980. People under 30 were most likely to live in this type of arrangement.

Housing

Due to a massive rebuilding program after World War II, nearly two-thirds of West German houses are less than 40 years old. Nevertheless, a housing shortage remains a political sore-point.

At the time of the 1970 census, there were 20.8 million dwelling units for 22 million households. By 1980, there were 25.4 million dwelling units for 24.3 million households, indicating that the housing shortage is easing a little. There still is not enough housing to meet demand, however, and many young urban dwellers resolve their problem by living communally. One estimate is that as many as half of West Berliners aged 15 to 35 live in collectives.

The average dwelling size is 4.2 rooms. Ten percent of dwelling units have one or two rooms only, and 18 percent have six or more rooms.

Education

Literacy is nearly 100 percent in West Germany — not surprising since this is a country that has traditionally stressed the importance of education. The basic principles of education in West Germany are that it be of the highest quality, that every individual has the right to an education, and that the government has a right to expect people to play a useful role in society.

Kindergarten for children aged 3 to 6 is sponsored by churches, communities, parents' groups, and private businesses. Attendance is voluntary, but estimates are that about 70 percent of children attend. In

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1980, there were 66,000 children registered.

Elementary school is compulsory for children aged 6 to 10. After four years, a decision is made about secondary school. There are four different types of secondary school education, depending on whether the child is being prepared for a professional career, business and commerce, government administration, or skilled labor.

Continuing education for adults and special education for handicapped children are also important in West Germany. In 1980, about 300,000 children with special needs were enrolled. About 39,000 adults attended some form of night school in 1980.

The German society attaches great importance to vocational schooling. Students can attend full or part-time and specialize in business, science and math, or "housecraft". Nearly 2.5 million students were enrolled in some form of vocational school in 1980.

Many different types of institutions of higher education are referred to collectively as Hochschulen. There are about 50 universities, technical universities, and institutions of higher learning in West Germany. In the fall semester of 1981, 1.1 million students were enrolled in Hochschulen.

Labor Force

West Germany is one of the most highly industrialized countries in the world. The Wirtschaftswunder — the economic miracle — following World War II quickly placed West Germany above its European competitors in the manufacture of quality goods. The recent world-wide recession has taken its toll on West Germany, but from stereo components to Mercedes-Benz cars, German workmanship is still valued around the world.

Part of West Germany's success lies in the cooperation between management and labor. Workers are represented on company governing boards, and strikes are rare. West Germany has one of the lowest rates of days of work lost due to strikes. A highly educated labor force also contributes to the growing technological industries. Some of the traditional work ethic that helped produce the economic miracle may be fading, however. A survey conducted in 1982 found that work dropped from its previous spot as the most important concern in life to the fourth most important. Eighty-five percent of the respondents ranked "family and partnership" first and 74 percent ranked "leisure" as their most important endeavor.

An estimated 28.3 million West Germans were in the labor force in 1982 (including foreign workers), or 46 percent of the total population. Approximately 65 percent of persons aged 15 to 64 are economically active. Unemployment figures for January 1983 showed 2.5 million persons out of work, the highest number since the Republic was founded in 1949.

The labor force is about 62 percent male and 38 percent female. Sixty percent of women workers are married. Since 1979 companies have provided eight weeks paid maternity leave as a means of encouraging higher fertility, and there is a move afoot to amend the law to include paternity leave for fathers as well. Nursing mothers are given one hour free from work a day to feed a child.

Income and Consumption

West Germans have the highest per capita GNP in Europe. The average monthly household income amounts to about DM3,400 or about $1,395. Disposable income surpasses the equivalent of US$665 in 50 percent of all one-person households, according to a recent study of the Bonn Institute of Economic and Social Policy. In half of all five-person households, monthly income is more than US$2,000.

When the Bonn Institute took into account household members' total assets including savings, home, cars, and other belongings as well as the present value of accumulated social security, pension, and life insurance benefits, their data placed two-thirds of the population in households with combined assets of more than DM100,000, over one-fourth in households worth DM 500,000 or more, and one of every 25 citizens in a DM1,000,000 household.

The study did find that a considerable portion of financial resources (36 percent) and of business holdings (24 percent) is owned by only 2.4 percent of the population.

Blue-collar salaries in West Germany buy what we would consider a middle-class lifestyle. Higher income households have consumption patterns similar to those of upper-income Americans. Nearly 90 percent of middle class households own electric coffee machines. Although a comparable proportion of American households probably own percolators, few are as high tech as the Krups machines manufactured in West Germany.

Ninety-seven percent of middle class Germans have televisions. A cable TV test project is scheduled to start this fall in Munich. The company promises 42 stations and 12 channels. Some 3,000 receivers are to be linked to the cable system from a combination of single family homes and large apartment buildings.

Ninety-six percent of middle class income households own some type of camera equipment. Ninety percent have telephones. With 30 million telephones, West Germany has the third highest number of phones of any country, surpassed only by the United States and Japan, with much larger populations.

New car registrations have been down because of the economic slump but there was an upward trend reported in March 1983 when 388,000 licenses for new motor vehicles were issued — the second-highest number on record. New vehicle sales were up about 7 percent in the first quarter of 1983 over the corresponding quarter of 1982, while second-hand vehicle sales were up nearly 4.5 percent.

About 80 percent of households own refrigerators, radios, washing machines, and sewing machines. About 40 percent own stereos and one-third own dishwashers. Records and cassettes are popular, especially among younger Germans, and nearly 114 million recordings were sold in 1982. West Germans look for high quality pressings when they buy records.

About 30 percent of West Germans above the age of 14 — nearly 15 million persons — participate in sports on a regular basis during their free time. Another 15 percent are occasional athletes according to a survey of 6,400 persons by the Institute for Leisure Industries in Munich. Swimming, hiking, and cycling account for 60 percent of all the leisure time used for athletic pursuits.

Middle class households spent about 20 percent of their income on food, drink, and tobacco in 1981. Another 8 percent went to clothing, 7 percent to household goods, and 5 percent to leisure goods. Almost 50 percent of expenditures were for services. High-income households spent only 14 percent on food and slightly more on leisure. The higher the income, the more money that went for services rather than goods.

West Germans in total spent about one-quarter of their income on food in 1981, 9 percent for clothing, 12 percent for rent, 16 percent for transportation and communication, 11 percent for household management, 7 percent for fuel bills, and 8 percent on education and entertainment.

Sources of Information

West Germany's extensive registration system provides many statistics on a yearly basis. These are presented annually in their *Statistics Jahrbuch*. The most recent one available was published (in German only) in August 1982. It can be ordered from the following address: Verlag: W. Kohlhammer GmbH, Abt. Veroffentlichungen des Statistisches Bundesamtes, Postfach 42 11 20, 6500 Mainz 42, West Germany. The order number (Bestellnummer) is 1010100-82700 and the price is DM88 (between $35 and $40). The 78-page yearbook includes an order form for other publications on wages and the labor force.

Some demographic data are summarized in English in the Organization for Economic Cooperation and Development publication titled *Labour Force Statistics: 1969-1980*. It can be ordered from OECD Publications and Information Center, 1750 Pennsylvania Ave., N.W., Washington, DC 20006; telephone (202) 724-1857.

The Council of Europe has published a 1982 edition of *Recent Demographic Developments in the Member States of the Council of Europe*. The order number is CDDE(82)13. Order from the Council office, B P 431 R 6, F 67006 Strasbourg Cedex, France.

Eurostat's multilingual publication, *Demographic Statistics: 1980* (catalog no. CA-32-81-924-6A-C) is $12 from the Office for Official Publications of the European Communities, 2100 M St., N.W., Suite 707, Washington, DC 20037; telephone (202) 862-9500.

The German Information Center at 410 Park Avenue, New York, NY 10022 issues a weekly 6-page newsletter that highlights political, socioeconomic, and demographic items.

Foreign Area Studies will release an updated country study on West Germany this summer. It can be ordered from the United States Government Printing Office, Washington, DC 20402. To find price and order number, call (202) 783-3238.

A handbook that explains West Germany's advertising market is available from Axel Springer Verlag AG, a Germany ad agency. The book includes tables and text on geography and population, the economy, advertising market, and media markets including the electronic media, print media, posters, and films. Axel Springer's representative in the United States is Dieter Bruhn, Axel Springer Group, Inc., Suite 1007, 50 Rockefeller Plaza, New York, NY 10020; telephone (212) 541-4714. The book costs $40. ●

—Daphne Spain

Export/*cont. from p. 3*

Riyadh. Without stepping a foot outside the U.S., this saves the client several thousand dollars from the start. We have the marketing information back within four to six weeks, telling us about the market potential, the pricing structure of the product in Riyadh, and the possibilities for a joint venture, distributor, or sales network, which should answer all the basic questions. At that point, we can introduce our client to overseas markets.

Q. But what if a client doesn't want to wait that long? What if he is willing to do the necessary research in-house? Does he need an export trading company?

A. Most firms are totally naive about how to conduct international business. Two factors come into play here. First, exporting isn't a hurry-up proposition. It takes time, and it's worth finding out everything you can about the market before you try to enter it. Second, doing research in-house isn't like having a native in a country telling you about the current situation there. I certainly agree with the people who say you should never export without visiting the country first, but it is essential to have learned about the basics *before* ever going there. Accurate research can save many wasted hours, and air travel.

** Detailed information about Export Trading Companies is available from the International Trade Administration, of the U.S. Department of Commerce. Mr. Snyder can be reached at: OR&D, Inc., P.O. Box 267, Jewell Station, Springfield, MO 65801; Telephone: (417) 743-2116. OR&D, Inc. uses Baker & McKenzie for its international legal representation.* ●

Publications

Induced Abortion: A World Review, 1983 by Christopher Tietze, 1983, New York: The Population Council, 116 pp., $6.00.

Twenty-eight percent of the people in the world live in countries where abortion is prohibited or permitted only to save the life of the mother. Thirty-nine percent live in countries that allow abortion on request, at least in the first trimester of pregnancy. The remaining 33 percent live in countries that tread the middle ground. For 8 percent, abortion is allowed if the health of the woman is threatened, if the fetus is impaired, or if the pregnancy resulted from rape or incest. For the remaining 25 percent, socioeconomic factors such as income, housing, and marital status are taken into consideration in deciding if a pregnancy threatens the health of the woman, or solely on their own merits.

These statistics are taken from *Induced Abortion: A World Review, 1983*. The author is a world authority on the demographic and public health aspects of abortion. This publication is factual, with none of the emotional debate that often surrounds the issue of abortion.

Covered are abortion laws and policies throughout the world, the incidence of abortion, age, parity, and marital status of women obtaining abortions, repeat abortion, the period of gestation at which pregnancies are terminated, abortion procedures, mortality, abortion and contraception, and the demographic effects of changes in abortion policy. Twenty tables and 16 figures are included.

Order from Office of Communications, The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017.

Statistical Yearbook of China 1981, compiled by the State Statistical Bureau, PRC, 1982, Hong Kong: Economic Information and Agency, 524 pp., $45.00. Order from Gale Research Co., Book Tower, Detroit, MI 48226.

This is the first edition of what will probably be an annual statistical yearbook from China. In addition to containing statistical data on China's economic construction and social development for 1981, the official yearbook includes statistical indicators for the past 31 years. Separate appendices to the main body furnish indicators for Taiwan.

The statistical tables are organized into 13 categories including the following related to demographics and culture: population and labor force; transportation, postal service, and telecommunications; people's livelihood; education, science, and culture; sports and public health.

Because the Chinese census of population and housing was not taken until July 1982, the most recent data from that census will not be found in this volume, but the Yearbook will be useful for future comparisons as well as offering alternative data until the results of the 1982 census are known.

Japan in the Year 2000 — Preparing Japan for an age of Internationalization, the Aging Society, and Maturity, prepared by Long-Term Outlook Committee of the Economic Council, Economic Planning Agency, Tokyo: The Japan Times Ltd., 182 pp., 2500 yen.

Sometimes Japan's future plans seem more important to the economic outlook of the United States than our own future plans do. This small volume takes a look at how Japan as a nation is thinking about the year 2000 and the changes it will bring.

Demographic trends figure heavily in future planning in Japan. The first section of this book is devoted to the shift to an aging society and how it differs in Japan from much of the rest of the industrialized world.

"In European nations, the rise in proportion of the people aged 65 or over from 7 percent to 14 percent took as long as 45 to 135 years. But in the case of Japan, it is only 26 years," the book comments.

The total fertility rate is expected to drop to 1.68 in 1985 (below replacement level) and then start rising moderately to reach 1.85 in the year 2000 and 2.09 — replacement level — in 2025.

The productive population in Japan is expected to increase until the year 2000 when it will begin to decline sharply. "Provided that the real productive population supports the economic life of other people, the number of people who must look after one other person will decrease to 1.2 in the year 2015 from 1.5 in 1980."

Many trends in Japan are similar to those in the United States. An increase in single-person households, especially among older women, and a decrease in the proportion of three-generation, and nuclear family households are among the similarities mentioned in this report.

This book discusses these trends and their impact on the future economic growth of Japan with suggestions for the ways that the government, industry, and small businesses as well as individuals will have to change their behavior in order to cope with the aging future.

The book can be ordered for about $15.00 from Kinokuniya Publications Service of New York Co. Ltd., 10 W. 49th St., New York, NY 10020; telephone (212) 765-1461.

Secondary Cities in Developing Countries, by Dennis Rondinelli, 1983, Beverly Hills: Sage Publications, 282 pp., $25 hardcover; $12.50 paperback.

One factor that shows that a country is developing market potential is the number and size of its secondary cities. Secondary cities play an important role in all countries, especially as regional centers for marketing and trade and as a home for small-scale industries and entrepreneurial ventures that cannot afford the high-priced, high pressure atmosphere of huge metropolitan areas.

In this book, Dennis Rondinelli, a professor of Development Planning at the Maxwell School of Citizenship and Public Affairs at Syracuse University, explores the characteristics and importance of secondary cities.

In a 35-page chapter on demographic, economic, and social characteristics, Rondinelli describes the growth of secondary cities and how their characteristics vary from region to region:

"In highly urbanized countries, the largest city may have 10 or more million people and secondary metropolises may reach 2 or 3 million in population. In countries with low levels of urbanization, the largest city may not have reached 1 million. There is, therefore, a wide gap in population size between the largest city and the secondary urban centers in many developing nations that make them easy to identify in practice," Rondinelli says, mentioning large cities such as Cairo, Egypt with more than 6.5 million people, three times the population of the next largest city, Alexandria, and 60 times the average size of all other cities in Egypt that have populations of more than 100,000 people.

Since 1950, secondary cities have grown both in number and size. But even so they have grown more slowly than larger and smaller cities with some exceptions.

"Only in those countries in Latin America and Asia where the largest cities have already reached enormous sizes have the populations of secondary cities grown faster. In Latin America, the population of secondary cities grew about 8 percent faster than the total population of the largest cities. In Asia the increase in their population was nearly double that of the largest cities."

This book provides an important basic reference for understanding the emergence of secondary cities as markets.

Yearbook of Industrial Statistics, 1980 edition. Vol. I, General Industrial Statistics. English only. Statistical Papers, Series P, No. 19 (Vol. I). xi + 613 pp. UN Sales No. E.82.XVII.11. Clothbound, $45. **Vol. II, Commodity Production Data, 1971-1980.** English only. Statistical Papers, Series P, No. 19 (Vol. II). viii + 750 pp. UN Sales No. E.82.XVII.12. Clothbound, $45.

This annual compilation contains data for 94 countries for the years 1976-1980 in Volume I. The following items are covered for each branch of industry: number of establishments; employment; compensation of employees; hours worked; electrical consumption; gross output; value added; gross fixed capital formation; value of stocks; and index numbers of industrial production (1971-1980). In addition, special tables of index numbers of industrial production and employment are included for regions and the world as a whole.

Vol. II contains information on production, in about 200 countries, of selected industrial commodities in the years 1971-1980. Quantity data for a standard list of 533 commodities (574 statistical series) were collected by questionnaire from all major developed countries and most of the developing ones. The series are shown on a commodity-by-country basis and are arranged according to the International Standard Industrial Classification (ISIC) industry groups of which the commodities are principal products. All branches of mining and manufacturing are represented.

International Encyclopedia of Population, John A. Ross, ed., New York: The Free Press, 1982, 2 vols., 681 pp., $125.

This is the first encyclopedia to cover all aspects of population study. While designed primarily for the population planner, population organizations, librarians, and government agencies, the two-volume set may be a useful tool for the business planner who makes heavy use of demographic information.

For example, a six-and-a-half page entry on small-area data analysis discusses three methods of making postcensal estimates, several techniques for small-area projections, and summarizes the uses of small-area analysis, giving examples.

The entries are written by 123 contributing authors who are experts in the population field. There are 11 articles on the world's largest countries and 8 articles on regions. The table included with the article on the Sub-Saharan Africa region, for example, gives 1980 population, estimated annual growth rate, estimated population density, population under age 15, infant mortality rate, life expectancy for all countries in the region, and crude birth rate, death rate, total fertility rate, GNP per capita, school enrollment and adult literacy rate for selected countries.

The significance of such demographic factors as migration, mortality, and the status of women are treated in separate entries.

The European Labour Market — Recent Studies on Employment Issues in the European Community, 1981, Luxembourg: Office for Official Publications of the European Communities, 94 pp., $8.

This volume presents the principal results from recent research carried out for the Commission of the European Communities under a program of action for the development of the European labor market. The report attempts to look beyond short-term solutions to the long-term problems of increasing unemployment in Europe.

In addition to 4 articles on the effects of unemployment in Europe, 17 summaries are presented on such subjects as "Labour problems of the automobile industry in the new economic situation," "Marginal employment in Italy," and "Swedish, Swiss, and Austrian Manpower policy: its relevance for the EEC."

Income Distributions by Size in Canada, 1983, Ottawa: Statistics Canada, (Catalogue No. 13-207), $12.70 outside Canada. Order from Publication Sales and Services, Statistics Canada, Ottawa K1A OT6, Canada.

Final estimates indicate that average family income in Canada (total money income before taxes and deductions) increased to over $30,000 (Canadian) for the first time in 1981, according to this report. However, when inflation is taken into account, incomes actually dropped by 2 percent compared to what they were in 1980. ●

ATW/*con't. from p. 2*

In 1980, the United States bought 27 percent of its manufactured goods from the developing countries, compared to 16 percent in 1965.

The 40 percent of these exports that go to the developing world constitute nearly two-thirds of the third world's imports. Besides meeting domestic consumption requirements, U.S. agricultural production brought in more than $41 billion in export earnings in 1980, a significant contribution to the balance of payments.

U.S. farmers depend on developing countries for about two-fifths of their export market.

Free List Available

A free list of more than 1,800 statistical publications published by nearly 1,000 American associations, business organizations, research organizations, universities and state governments is available from Congressional Information Service, Inc.

Write for the 40-page booklet to: SRI Source List, CIS, 4520 East-West Highway, Suite 800, Bethesda, MD 20814, or telephone the customer service department at (800) 638-8380 (toll-free) or (301) 654-1550.

Mauritius' Economy Has Good Prospects

The World Bank reports that the economy in Mauritius could grow at an average annual rate of 3.5 percent over next three years.

"This growth will take place," the Bank reports, "if the government adjustment efforts are continued; if the International Monetary Fund continues its assistance; and if the international community — bilateral donors in particular — switch from project to program aid during this period."

The sugar industry is important to the growth rate, but so are other agricultural exports, tourism, and industrial production for export.

Mauritius is a country of only about 1 million people, located in the Indian Ocean, about 550 miles east of Madagascar. The population includes about 52 percent Hindus, 17 percent Muslims. About 28 percent of the people are of mixed European and African descent.

Port Louis, the largest city, has about 146,000 people. Other population centers are Beau Bassin and Rose Hill with about 86,000; Curepipe, 56,000; Vacoas and Phoenix, 54,000; and Quatre Bornes, 55,000. About 43 percent of the population lives in urban areas.

Women in Mauritius average about 3 children each in their lifetimes, a rate more similar to Asian countries, than those in Africa where fertility rates are much higher.

About 34 percent of the population is under age 15 and only 4 percent is over age 65, partly because life expectancy is only 65 years. Per capita GNP in 1981 was estimated at about $1,300.

A World Bank study, *Mauritius: Economic Memorandum: Recent Developments and Prospects* by Michel J. C. Devaux is available at $5 from World Bank Publications, P.O. Box 37525, Washington, DC 20013. •

Sources/*con't. from p. 12*

and Spanish. A subscription costs $20 a year.

The information in *DOCPAL Resumenes* is obtained from the computerized database of the Latin American Documentation System (DOCPAL), which was established in CELADE in 1976. The database currently contains information on about 18,000 published and unpublished documents on population written in or about the Latin American Caribbean countries. About 2000 new items are added to the system annually.

On request from any user, CELADE/DOCPAL can also provide free searches of its entire database to identify documents on specific topics and written in languages that the user can read. Results are sent by air mail. Articles and other documents listed in a search or in the abstract journal are available by photocopy for research purposes, at the cost of $.15 per page. Forms for obtaining computerized searches and document copies are in each issue of *DOCPAL Resumenes.*

CELADE/DOCPAL will not supply photocopies of complete documents that are available commercially and persons who request documents must sign a statement that they will not reproduce them for commercial resale. This should pose no problem for most companies that are using the documents for their own internal research.

Although only limited Spanish-language knowledge is needed to use most census, survey and statistical documents, be aware that some language ability will probably be necessary to use many other materials from CELADE. They are designed for a Spanish-speaking audience and therefore English subtitles and explanations are limited. A list of books, monographs and other CELADE publications is available by asking for the *Catalog de Publicaciones.*

CELADE also has a Population Data Bank with magnetic tapes of samples of most of the population censuses carried out since 1960 in the Latin American countries, as well as tapes of data from many important fertility, migration and other surveys. The census samples have from around 50,000 to 1,000,000 cases each. Copies of the tapes may be purchased from CELADE (after obtaining appropriate permission from national authorities when required) or the CELADE Population Data Processing Unit can prepare tabulations and other statistical analyses according to the requester's specifications. Information on the data available can be found in CELADE's *Bulletin of the Population Data Bank,* which has a bilingual text in English and Spanish. Institutions or persons requiring data tapes or the production of special tabulations should give full details on their needs so that CELADE can provide an estimated cost.

The publications described above and the CELADE/DOCPAL and Data Bank services can be requested by writing to: CELADE, Casilla 91, Santiago, Chile. •

Sources

The Latin American Demographic Centre (CELADE)

The Latin American Demographic Centre (CELADE) in Santiago, Chile, is the authority on demographic data for all Latin American countries. It is an autonomous unit of the Economic Commission for Latin America (CEPAL) and receives most of its funding from the United Nations Fund for Population Activities.

As a U.N.-supported agency, among its mandates is the provision of technical assistance to Latin American countries in collecting, processing, publishing and distributing population data as well as helping the region and individual countries to use demographic variables and population projections to plan development and population programs. Largely due to the work of CELADE, population statistics from Latin American countries have improved significantly in recent years.

Latin American governments have increasingly recognized the importance of population variables in development, and many have government-supported family planning programs. Fertility rates in most Latin American countries have declined in the last 20 years and the literacy and educational levels of women have also improved.

On request, CELADE collaborates with individual country statistical and other governmental offices, advising national institutions that work on economic and social planning, and helping them improve their statistical systems.

The results of CELADE's research activities, as well as of other agencies, are published in four series edited by CELADE: periodicals, monographs, books, and conference and seminar documents. The three periodicals are: *Boletin Demografico, Notas de Poblacion,* and *DOCPAL Latin American Population Abstracts.*

The Boletin Demografico is published semi-annually in Spanish and English. It supplies up-to-date statistical information on population estimates and projections and demographic indicators for each country of the region. An annual subscription is $10. For this and the other journals, a subscriber may pay directly by check made out to CELADE or may request to be billed.

The review, *Notas de Poblacion,* is published every four months with the object of disseminating technical and scientific articles and reporting population activities carried out in the region. Summaries of articles are given in English as well as Spanish. A year's subscription is $20.

DOCPAL Latin American Population Abstracts, known by its Spanish short title, *DOCPAL Resumenes,* is a bi-annual publication, each issue of which contains about 700 detailed Spanish-language abstracts of recent books, article, reports, conference papers and other documents on population, whether published or unpublished. The journal is designed to keep specialists abreast of new developments in the population field and through extensive indices to aid users in locating specific demographic information. The abstracts of the documents are grouped under such subjects as mortality, fertility, fertility control, migration, labor force, marriage and the family, and population policies, plans and programs. Titles are given in English

continued on p. 11

Population Projections-Latin America

(in thousands at midyear)

Country	*1983*	*1985*	*1990*	*2000*
Argentina	29,627	30,564	32,880	37,197
Bahamas	258	268	295	344
Barbados	272	277	292	320
Belize	175	184	205	234
Bolivia	6,034	6,371	7,314	9,724
Brazil	129,766	135,564	150,368	179,487
Chile	11,682	12,074	13,061	14,934
Colombia	27,518	28,714	31,820	37,999
Costa Rica	2,470	2,600	2,937	3,596
Cuba	9,906	10,038	10,540	11,718
Dominica	87	89	95	108
Dominican Republic	5,962	6,243	6,971	8,407
El Salvador	5,232	5,552	6,484	8,708
French Guiana	66	68	73	83
Granada	115	118	125	142
Guadalupe	332	334	339	354
Guyana	941	979	1,069	1,238
Haiti	6,258	6,585	7,509	9,860
Honduras	4,092	4,372	5,105	6,978
Jamaica	2,288	2,358	2,535	2,872
Martinique	326	328	337	362
Mexico	75,108	78,996	89,012	109,180
Netherland Antilles	273	285	313	366
Nicaragua	3,015	3,218	3,778	5,154
Panama	2,092	2,189	2,439	2,943
Paraguay	3,472	3,681	4,231	5,405
Peru	19,162	20,273	23,355	30,703
Puerto Rico	4,092	4,345	4,747	5,312
Santa Lucia	123	127	136	153
Suriname	419	445	527	698
Trinidad & Tobago	1,218	1,252	1,337	1,483
Uruguay	2,968	3,012	3,128	3,364
Venezuela	17,258	18,386	21,284	27,207

Source: Boletin Demografico, No. 31, enero de 1983, CELADE, Santiago, Chile.

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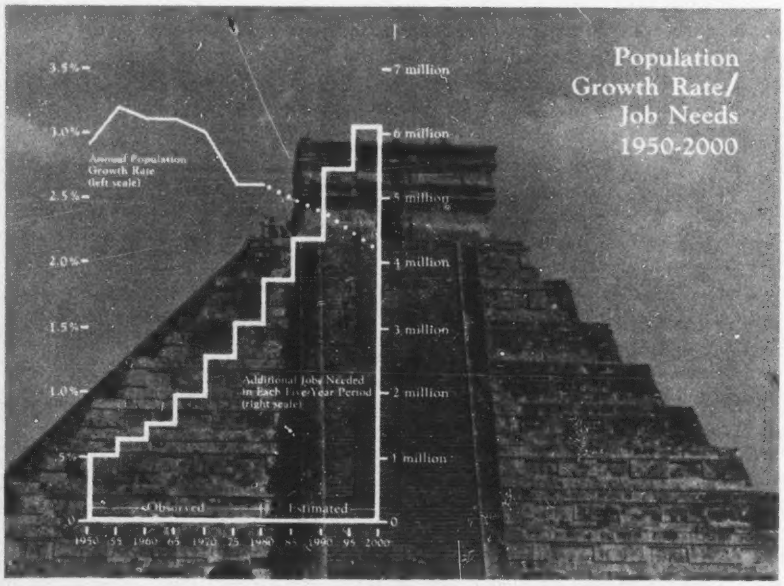

Demand for Jobs in Mexico Will Double by Year 2000

Mexico's working age population is expected to double in the next 20 years, creating an unprecedented demand for over one million new jobs a year until the end of the century.

Data compiled by population specialists at the U.S. Census Bureau's Center for International Research and the International Labor Office of the United Nations, show that Mexico's working-age population will grow 24 percent faster than the nation's total population growth in the next decade.

From 1970 to 1980, Mexico created an average of 495,000 new jobs a year. Mexico will need to create an estimated 1.3 million jobs each year between 1995 and 2000.

As a country develops economically, agricultural jobs usually decrease. If that is the case in Mexico, there will be added pressure for jobs in urban areas.

Those who have recently entered the work force or will do so in the next 10 years were born during years of high fertility in the 1950s. Thus, despite the fact that fertility rates have declined, the working age population — which consists of people already born — will continue to expand at a rapid rate.

Mexico's population growth rate has been slowing, from 3.3 percent annually in 1970 to 2.8 percent by 1980. It should average 2.1 percent per year from 1980 to 1990. In comparison, the rate of growth in the working age population increased from 3.8 percent per year between 1970 and 1980 and is expected to expand at a rate of 3.6 percent per year during this decade.

Dr. Eduardo Arriaga, an analyst at the bureau's Center for International Research, commented that there appears to be no let up in the migration to Mexico's urban areas, particularly Mexico City.

"The data suggest that by the close of the century, the population of Mexico City will be the world's largest, even exceeding the current population of the state of California," Arriaga said. •

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Around the World

Here, Women Propose

Much attention is focused on countries where it is less than honorable to bear a female child. But when a girl is born in Minanagkabau, a region in West Sumatra, people always rejoice.

It is one of the few areas of the world where women propose marriage and men accept or reject, and where households are referred to by the woman's name, not the man's.

Minanagkabau has a matrilineal society, which means that the inheritance goes through the female line and the family is considered to be dying when there are no female offspring.

It would be wrong to think that men in Minanagkabau are simpletons with no responsibilities. Men are elected the heads of big families and they advise on family matters, act as arbiters when differences of opinion occur within a village, and represent the family in the village council. People in this society prefer to work with their brains, not physical strength, and the men excel as scholars and businessmen, rarely taking up manual labor.

Property is owned by families, not individuals. As elsewhere in Indonesia, families make decisions by mutual consent, discussing until an acceptable solution is reached.

Source: *Populi*, Vol. 9, No. 4, Journal of the United Nations Fund for Population Activities, 220 E. 42nd St., New York, NY 10017, $2.50 per issue/$14 per year.

El Salvador Considered Greatest Risk

El Salvador heads Frost & Sullivan's latest list in three of five categories as being the riskiest place to do business.

Frost & Sullivan's *Political Risk Newsletter* is published monthly.

The 19 most risky countries are listed for each of 5 categories: political turmoil, financial risk, manufacturing/extrative risk, export risk, and five-year risk rating. El Salvador tops the list for political turmoil, financial risk, and five-year risk. The greatest risk for export is judged to

continued on p. 9

Letters to the Editor

Mortality Rates Challenged

In your May 1983 issue of *International Demographics*, I read with interest the article "Paris Paper Shies Away From Eastern-Bloc." The article deals with the recent seminar in Paris at which Anatoli Yashin failed to present much information on mortality trends in the Soviet Union from 1974 to 1981.

The article states that "death rates, especially among infants, reportedly rose precipitously across most of the Eastern bloc." Another sentence states that "average life expectancy in Russia and its satellites is thought to have declined at least 3.5 years to age 67.5" (probably not to age 67.5, but rather to 67.5 years of life). There is some evidence that infant mortality rates in most of the "Eastern bloc" have continuously declined from the early 1970s up to recent years. According to information published in *Statisticheskiy Yeshchyegodnik Stranchlinov Soveta Ekonomicheskaii Szaimopomotsi*, 1982, p. 9, the infant mortality rates from 1960 to 1981 for Bulgaria, Czechoslovakia, German Democratic Republic, Hungary, Poland, and Romania have declined more than 50 percent from initial levels, and the decline from 1970 to 1981 is substantial. In relation to the second quotation on life expectancy at birth, the available information from the same source, page 10, will indicate that several countries of the Eastern bloc have not had a significant change of life expectancy since the early 1970s. There is not too much information to conclude accurately whether or not life expectancy at birth has increased, declined, or remained constant.

Because of the close relationship of life expectancy at birth and infant mortality, if infant mortality rates have continued declining in those countries, it is likely that the life expectancy at birth will increase. The particular case of Russia is somehow probably different. There is evidence that the infant mortality rate increased from 1970 to 1973, although part of this increase was due to improved registration of infant deaths in some of the Soviet Republics. After 1974 there is no information available that would permit a sound analysis of the trend of mortality in Russia. Fragmentary information and medical reports indicate that adult male mortality could have increased from the early 1970s to recent times.

In summary, it seems that the article does not give a fair picture of the mortality trends in countries of the Eastern bloc. The only available evidence will indicate that for most of these countries, the mortality of infants has continued to decline during the 1970s.

Let me say that I find your magazine interesting and I congratulate you for the job you are doing in bringing thoughtful aspects of population problems to the world. ●

Eduardo E. Arriaga
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The European Society for Opinion and Marketing Research

As market segments are sliced thinner, lifestyle information becomes more important. Demographic information provides the "who" of the market segment, but lifestyle information tells the marketer how the consumer is likely to behave.

The membership of the European Society for Opinion and Marketing Research works on marketing problems in Europe. Although the General Secretariat of ESOMAR is located in The Netherlands, its membership is open to market researchers in the United States. The positions of members range from those who work in large commercial research firms to those who are doing single-person research for small consumer or industrial companies. They come together several times a year to discuss new techniques and find out what their peers in the field are doing.

At a recent seminar in San Francisco for example, Tadaaki Funayama, managing director of Research and Development Inc., described his company's work in Japan on small area market development, including a description of the specific plans of two large chains of audio/video retailers.

Funayama said that even small retailers in Japan are very conscious of the characteristics of their customers and that they must develop their own markets to survive.

"Much attention must be paid to small market areas as marketing units," Funayama said. "Future growth of a corporation will depend upon whether or not it will be able to establish 2-way marketing relationships with consumers through its retailers in the area."

Japanese representatives at the seminar said that competition in Japan is so fierce that it requires a great deal of marketing information even at the local level. For example, there are 400 companies in the personal computer market and one new model being released every week.

"If a marketing decision takes three years," one delegate said, "the product will be pre-empted before it is on the market."

One European delegate added, "Japan is changing so rapidly. You have to get over there and have the hell beat out of you to understand."

Seminars like the one in San Francisco are held several times a year, usually in various European cities. In addition, ESOMAR holds an annual Congress in late summer. This year's Congress will be held in Barcelona August 28 through September 1 and will focus on the contributions of research in such fields as marketing and advertising, education, law, politics, public finance, product management and new product development.

In addition to publishing proceedings from its seminars and Congress, ESOMAR also publishes an annual handbook listing the names and addresses of its members and their research organizations, and a bi-monthly journal, European Research. The journal and the handbook are free to members. A members' newsletter is published in months when the journal is not published.

ESOMAR has tried to involve U.S.-based research companies in some of its projects — but its efforts have not been too successful. One on-going project attempts to harmonize the demographic definitions and hence the data collected in surveys in all European countries and in the United States.

The intention of the project is "to come up with a set of (demographic) questions which would prove to be acceptable and workable in most of the countries and could be asked by clients who buy multinational studies. The client could simply ask the (research) institute to include the extra demographic questions if they were not included already."

Some demographic characteristics seem to lend themselves to a definition that cuts across cultural differences. They include households, main wage-earner, marital status, age, household size, income, housing (owned, rented, etc.), and full- or part-time work.

A reprint describing the ESOMAR project on the harmonization of demographics, including a full discussion of the social class definition is available from the ESOMAR office in Europe.

Membership in ESOMAR is on an individual basis. The membership fee is 255 Swiss Francs. There is also a one-time entrance fee of 127.50 Swiss Francs. Applicants must have a recommendation from two ESOMAR members. However, U.S. applicants who may not know members of the organization should contact the office of Mr. William J. Wilson at Starch-INRA-Hooper, 566 E. Boston Post Road, Mamaroneck, NY 10543; telephone (914) 698-0800. Mr. Wilson is the national representative for ESOMAR in the United States and can assist with references and answering questions about making application for membership.

Those in the United States who do not wish to join but are seeking market research services in Europe may wish to determine whether a potential firm is a member of ESOMAR since ESOMAR members have all pledged to adhere to a particular Code of Practice, a copy of which is available from the Society office.

Queries about membership, the annual Congress, or other ESOMAR seminars or publications should be addressed to Ms. Fernanda Monti, Secretary General, European Society for Opinion and Marketing Research, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands; telephone (020) 64.21.41; Telex: 18535●

Country Profile

Arab Republic of Egypt

Modern Egypt continues to evoke the mysteries and wonders of a majestic past from Pharach to Pharaoh. This cradle of civilization owes its immortality to the river Nile (1,000 of its 4,145 miles flow in Egypt), without which the country would be part of the Sahara. Despite its one million square kilometers — roughly the size of France and Spain combined — less than 4 percent of the land is usable. A strip of land in the Nile Valley and the Delta has been described as an "elongated oasis in the midst of the desert."

While many would reject the notion that Egypt had one of the first organized forms of government, there is little doubt that the lower Nile Valley was the site of early towns with strong archaeological evidence indicating highly specialized marks of unity and particular societal characteristics.

Egypt's traditional history has witnessed the Nubian Pharach, the Assyrian dynasty, Persian rule, Alexander the Great, Cleopatra, Roman rule, Byzantine empire, Arab (Muslim) empire, the Fatimids, Mamluk Sultanate, Ottoman power, French and British colonialism, as well as a war of independence, a revolution and 35 years of regional conflicts.

In 1982, U.S. exports to Egypt exceeded $2.9 billion (an increase of 30 percent over 1981), making it our second largest market in the Middle East and North Africa after Saudi Arabia. The U.S. is Egypt's leading trading partner. U.S. imports from Egypt stood at about $550 million in 1982. Trade between the two countries is expected to grow over the long-term, but American businesses must be prepared to compete against European firms that are more familiar with the Egyptian market.

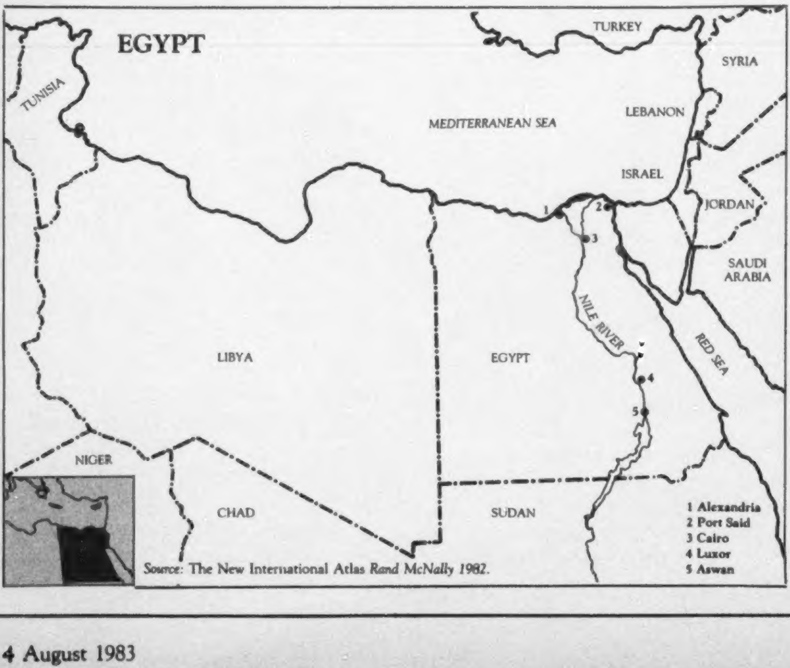
The last official Egyptian census was taken in 1976. The population, however, has been growing rapidly and was estimated to be around 43 million in 1981 by Egypt's Central Agency for Public Mobilization and Statistics (CAPMAS). The annual rate of growth between 1980 and 1985 is estimated by the United Nations to be 2.5 percent, but in reality it is probably slightly higher at 2.9 percent. The UN population projection for the year 2000 is 65 million.

Because 98 percent of Egypt's population is crammed on 4 percent of the land, density is about 2,860 people per square mile. More densely settled regions include the Alexander-Port Said Delta as well as the cities of Aswan, Luxor and al-Qahira (the Victorius) or Cairo, as the capital city is known in English.

Regions and Cities

Egypt is divided into 25 governorates and 3 regions. The urban governorates include Cairo, Alexandria, Port Said, Ismailia and Suez. The lower Egypt governorates include Damietta, Dakahlia, Sharkia, Kalioubia, Kafr El-Sheikh, Gharbia, Monufia, Beheira and Matrouh. The Upper Egypt governorates include Guiza, Beni Suef, Fayoum, Menya, Assiut, Suhag, Kena, Aswan and Bahr al-Ahmar (Red Sea). Since 1978, the Sinai has also gained a governorate status.

According to a CAPMAS report, the largest governorate, Cairo, had 5.6 million residents (13 percent of the total population) in 1981. Next in size were Dakahlia with 3.1 million, Sharkia with 2.9 million, Beheira with 2.8 million. Guiza with 2.7 million, Alexandria with 2.5 million and Menya with 1.9 million. The World Bank estimates that the fastest growing governorates are Guiza (2.8 percent annually in 1980) and Kalioubia (3.2 percent). Guiza's population in 1976 stood at 2.4 million but increased to 2.8 million in 1981. Kalioubia's residents increased from 1.7 million to 1.9 million during the same period. The two governorates which lost population after the 1967 war, Suez (−3.1 percent) and Port Said (−0.7 percent), recorded positive changes between 1978 and 1981, their inhabitants rising from 194,001 to 221,000



Source: The New International Atlas *Rand McNally 1982.*

and from 262,620 to 345,000 respectively.

The proportion of individuals living in urban areas is higher in Egypt than in most countries at a comparable level of development. According to the UN, the urban population numbered 19 million, accounting for 46 percent of the total population in 1981. Of the 19 million urban residents, 18.5 million lived in cities of 20,000 and over. At an annual growth rate of 3 percent, Egypt's urban population could reach 37 million by the year 2000. Since immigration into Egypt is insignificant, urban growth is almost exclusively a result of migration from rural areas and natural increase. Greater Cairo's population of 8.5 million in 1979, making it the world's sixth largest city (after Tokyo, New York, London, Shanghai, and Buenos Aires), was close to 11 million in 1981 as it inched into fifth place.

The rural population is projected to decline steadily through 2000, with adverse consequences on land management, social development and employment. UN projections indicate that Egypt will be 57 percent urban by the year 2000 and 72 percent by 2025. Today, close to 22 million Egyptians live in the 4,224 villages and 24,000 rural hamlets, and although their socio-economic condition is rudimentary, Egypt's fellahs (farmers) provide about one-third of the Gross National Product. The fellah represents customs and traditions going back centuries which has made him into the human bedrock of Egyptian civilization.

Ethnicity and Religion

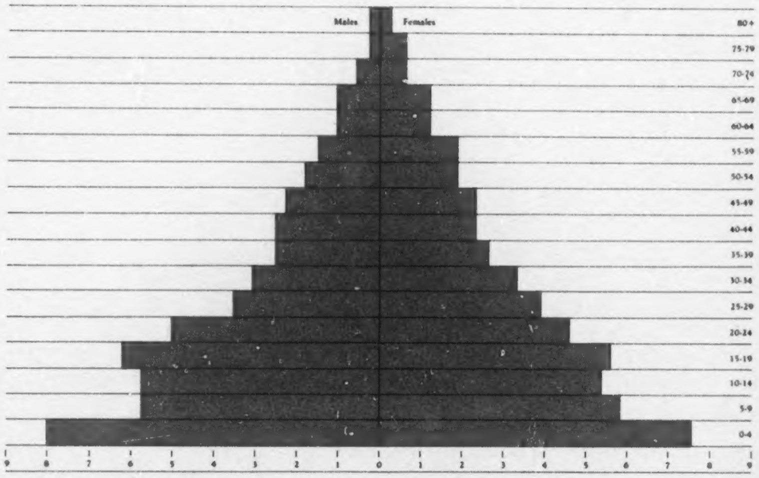
According to U.S. government estimates, 90 percent of Egyptians are from an Eastern Hamitic stock; the rest consist of Greeks, Italians, and Syro-Lebanese.

A majority of Egyptians are Muslims (93 percent) of the Sunni (92 percent) and Shia (1 percent) sects. Islam has been practiced in Egypt for over a thousand years and Cairo houses the Al Azhar Mosque which was built in 972 A.D., perhaps the premier institution dealing with Islamic traditions. The Al Azhar pronouncements on Quranic interpretations are accepted by Muslims around the world, giving Cairo the prestige of a religious city. Muslims in lower Egypt follow the Hanafi school of law and those in Upper Egypt the Maliki school. According to the Constitution, Egypt is an Islamic state which guarantees freedom of religious expression and equality before the state regardless of religion.

Christian Copts who are descendants of first century Egyptian converts to Christianity and who left the Catholic Church following the fourth century schism, are the only major indigenous religious minority. According to the 1976 census, Egypt's Copts numbered 2.3 million or 6 percent of the total population of 36.7 million people. Both the Copts and Western historians, however, challenge this figure, giving estimates ranging between 5 and 8 million. Their concentration in 5 large towns, Assiut (20 percent), Menya (19 percent), Suhag (14 percent), Cairo (10 percent) and Kena (7 percent), has contributed to a widespread feeling among the Copts that they are numerically underestimated. The Coptic population

Population of Egypt by Age and Sex, 1980

(in percent)



Age	Total Population	Male	Female
All ages	40,085,000	20,389,000	19,696,000
0-4	6,187,000	3,163,000	3,024,000
5-9	4,652,000	2,350,000	2,302,000
10-14	4,468,000	2,312,000	2,156,000
15-19	4,684,000	2,466,000	2,218,000
20-24	3,794,000	2,035,000	1,759,000
25-29	2,922,000	1,441,000	1,481,000
30-34	2,540,000	1,250,000	1,290,000
35-39	2,009,000	977,000	1,032,000
40-44	1,931,000	961,000	970,000
45-49	1,757,000	869,000	888,000
50-54	1,410,000	723,000	687,000
55-59	1,324,000	644,000	680,000
60-64	783,000	416,000	367,000
65-69	807,000	391,000	416,000
70-74	387,000	199,000	188,000
75-79	282,000	126,000	156,000
80+	148,000	66,000	82,000

Variation in the percentage of Cairo Population to Total Egyptian Population (1927-1981)*

Years	*Percentage*
1927	8.2
1937	8.2
1947	10.9
1960	12.9
1966	14.0
1976	13.3
1978 (August)	13.2
1979 (June)	13.2
1980 (April)	13.1
1981 (January)	19.1

Source: CAPMAS (*Central Agency for Public Mobilization and Statistics*). *January 1981, in* Population Studies (Cairo), *9th year, No. 60, January/March 1982, p. 72.*

**= 1927-1976—figures based on population censuses 1978-1981—estimations*

might be larger than official figures indicate, but still much smaller than is claimed by the community itself; they probably numbered 3 million in 1982, or a little more than 7 percent of the population.

Age Distribution/Vital Statistics/Immigration

The estimate of the Egyptian birth rate for 1980 was 41 births per 1,000 population. The death rate was estimated at 11 deaths per 1,000 population. The population is projected to grow at the rate of 2.2 percent between 1985 and 1990, slightly less than the present rate.

The relaxation of governmental policies with respect to the exit of nationals and the increasing demand for expatriate labor by Arab oil-exporting countries caused many Egyptians to seek jobs in Libya and the Persian Gulf states, especially after 1974. Some estimates place the figure of migrant Egyptian workers at 1.6 million, or 12 percent of the labor force. Whether this outflow will have a negative effect on the economy remains to be determined. The UN estimates, however, that most of the migrants return considerable remittances, reaching $2 billion in 1980.

The total fertility rate, or the average number of children born per woman, was 5.2 in 1981, according to UN estimates, a figure projected to drop to 3.3 by the year 2005. Among the reasons for this drop is the trend toward later marriage, which began about 1964 and contributed to the decline in the birthrate beginning in 1967. The legal age for marriage is 16 for females and 18 for males. The proportion of people currently married declined from 70 percent in 1960 to 57 percent in 1981.

Divorces tend to be low compared to the rate in most Western countries. The total number of divorced men and women were 40,000 and 126,000 respectively in 1976, or less than 1 percent of the total population.

Life expectancy at birth was 49.8 years in 1966, according to ECWA. The World Health Organization estimates that life expectancy was 55 for men and 58 for women in 1982 (vs. 70 for U.S. men and 77 for U.S. women). A relatively high infant and child mortality rate (99 deaths per 1000 female births and 111 deaths per 1000 male births in 1980) is expected to drop in the coming years due mainly to a considerable improvement in public health services, which are available free through the Ministry of Health's network of at least 2,500 rural health units and hospitals. Particular attention is presently devoted to health care in villages with a population of less than 3,000. All graduates of Egypt's nine state medical schools spend their first four years' obligatory service in rural areas.

The approximately 3,500 new physicians each year add to the 43,500 practicing physicians in Egypt. There has been, however, a drain of physicians due to the emigration of

Population Distribution in Governorates by Sex and Governorates Proportion to the Total Egyptian Population: 1981

Governorate	*Males*	*Females*	*Total*	*Percent of Total*
Cairo	2,857,000	2,744,000	5,601,000	13.30
Alexandria	1,299,000	1,256,000	2,555,000	5.94
Port Said	180,000	165,000	345,000	0.80
Suez	115,000	106,000	221,000	0.51
Damietta	328,000	319,000	647,000	1.51
Dakahlia	1,552,000	1,521,000	3,073,000	7.15
Sharkia	1,502,000	1,444,000	2,946,000	6.85
Kalioubia	986,000	927,000	1,913,000	4.45
Kafr El-Sheikh	791,000	797,000	1,588,000	3.69
Gharbia	1,285,000	1,268,000	2,553,000	4.94
Monufia	974,000	945,000	1,919,000	4.46
Beheira	1,408,000	1,393,000	2,801,000	6.51
Ismailia	207,000	201,000	408,000	0.95
Guiza	1,413,000	1,343,000	2,756,000	6.41
Beni Suef	631,000	622,000	1,253,000	2.91
Fayoum	667,000	637,000	1,304,000	3.03
Menya	1,191,000	1,158,000	2,349,000	5.46
Assiut	985,000	935,000	1,920,000	4.47
Suhag	1,098,000	1,073,000	2,171,000	5.05
Kena	965,000	953,000	1,918,000	4.46
Aswan	346,000	348,000	694,000	1.61
Red Sea	33,000	29,000	62,000	0.15
New Valley	50,000	48,000	98,000	0.23
Matrouh	70,000	69,000	139,000	0.32
Sinai	101,000	61,000	162,000	0.38
Total Population Within Egypt	21,034,000	20,362,000	41,396,000	96.27
Total Population Outside Egypt	815,000	789,000	1,604,000	3.73
Total Population	21,849,000	21,151,000	43,000,000	100.00

Source: CAPMAS, January 1981, in Population Studies (Cairo), 9th Year, Number 60, January/March 1982, p. 71.

many to Arab states, the U.K. and the U.S. There are 10.3 physicians per 100,000 Egyptians compared to 18.7 physicians per 100,000 in the U.S.

Hospital facilities are well developed for a country at Egypt's state of economic development, with about 84,000 hospital beds in 1981. Despite admirable progress, Egypt's population suffers from poor health because of inadequate sanitary facilities, water supply and refuse disposal, resulting in a large number of preschool deaths from diarrheal disease. Other health concerns include the high incidence of schistosomiosis (bilharzia) and enteric and respiratory diseases. Several AID and World Bank preventive programs have recently been initiated in the general health system with the goal of alleviating some of these problems.

Households and Families

In 1980, the number of households with 10 or more persons was 481,000. Households with 4 to 6 individuals stood at 3.2 million, and while the traditional family consisting of a man, his wife and children remains the core of most households, the rise in single-person households is adding housing demand to the already heavily burdened housing situation.

The average household size in Egypt rose from 5.0 persons in 1960 to 5.2 in 1976 and 5.5 in 1981, each household occupying an average 2.8 rooms or about 1.8 persons per room. Average household size in urban governorates declined from 4.9 to 4.6, however, during the same period.

The authority within the family structure varies between urban and rural areas and between fundamentalist Muslims to less-strict Muslim and Christian families. The Egyptian woman tends to be economically active, unlike most of her sisters in the Arab world. Those who are involved in the labor force in industrial plants as well as in the services field, add to the family income, which remains low, however. A significant socio-economic change is under way in Egypt with the increasing involvement of women in the work force, in turn registering changes in the family structure. As expected, this change is met with some opposition and it is not clear which way the trend will go.

Housing

Housing conditions on the whole tend to be much better in urban than in rural areas of Egypt, but even in Cairo and Alexandria, which have the best services, conditions are poor.

In 1970, only 44 percent of the buildings in Greater Cairo were connected to public or private systems of sewerage. Water was piped to 50 percent of the buildings. More than a third of the buildings were not connected to the electricity grid. By 1976, services had considerably improved with 70 percent of the dwellings served with water and another 11 percent had water inside the building. Also by 1976, electricity was available in 82 percent of households in the Cairo governorate. By 1981, electricity was available in 88 percent, sewage service in 60 percent and water in 57 percent of households in Cairo.

There are many reasons for the poor quality of housing in Egypt including the government's housing policies, overlapping of administrative responsibilities among several public agencies, the absence of mortgage funds as well as rising construction costs. New programs to meet the challenge of the housing crunch have been introduced including the policy of increasing the private sector's share in construction, and modifying the basic requirements in the public housing program.

Egyptian residential architecture is characterized by multistory structures tightly clustered around small courtyards and laced together with narrow streets. This high density development, a result of the scarcity of land, is in marked contrast to the five-story apartment buildings laid out in rows that the government now builds. Recent studies have suggested that up to 20 percent cost reductions could be recorded if site planning improvements were made, alternating present building configurations to create central utility cores.

Rental costs are relatively high in Cairo and Alexandria, where a three-bedroom furnished apartment averages $1,360 and $800 per month, respectively.

Literacy/Education

Arabic is the official language in Egypt. English and French are widely spoken in the business world as well as among the intelligentsia. Literacy in Egypt is close to 45 percent. While the compulsory education law requires all children to

Distribution of Households by Household Size in Egypt: 1980

Household Size	*Number of Households*
1	458,000
2	833,000
3	917,000
4	1,069,000
5	1,096,000
6	1,006,000
7	811,000
8	574,000
9	358,000
10 and over	481,000
Total	7,063,000

Source: Estimates by UN, ECWA, in Demographic and Related Socio-Economic Data Sheets for Countries of the Economic Commission for Western Asia, No. 3, *Beirut, May 1982, p. 40.*

School Enrollment by Level of Education and Sex in Egypt: 1980

Level of Education	*Total*	*Male*	*Female*
Primary	4,440,335	2,667,488	1,772,847
Preparatory	1,529,337	962,827	566,510
Secondary			
General	468,353	298,202	170,151
Vocational	589,195	357,604	231,591
Higher*	485,664	335,973	149,691
Training Colleges*	40,595	21,317	19,278
Post Graduate Studies	32,121	N.A.	N.A.

*Note: *= 1978/1979*

Source: Demographic and Related Socio-Economic Data Sheets for Countries of the Economic Commission for Western Asia, No. 3, Beirut, May 1982, p. 46.

whom "facilities are available" to attend 6 years of elementary school beginning at age 6, close to 20 percent of 6 year-olds fail to attend regular classes. In 1980, according to ECWA estimates, there were 10 million literate Egyptians over the age of 15, and 15 million with no schooling, of whom 9 million were females. The attrition rate among females from one grade to the next is high, resulting in limited educational levels among a population group increasingly called upon to share the socioeconomic burden of Egypt.

The religious schools attached to Mosques, known as the Kuttub, have replaced many public primary schools in areas where government schools are not available. The Kuttub continue to provide supplementary courses in religious studies at all levels and ages.

After gaining an elementary knowledge of reading, writing, arithmetic, history, geography, science, and other subjects in six years of primary education, the student sits for the State Primary Certificate Examination. Those who pass may be admitted to the three-year preparatory program before entering a specialized secondary level program. Less than 10 percent of those who started at the primary level enter a secondary school, where a selection is made between a scientific, literary or vocational field which lasts four years. In 1980, 1 million students were attending secondary schools including 402,000 females. Universities are open to talent rather than privilege, with an admissions policy based entirely on grades received in the secondary school examination, with the schools of medicine, science and engineering having the highest standards. In the 1978-1979 academic year, 490,000 students were in higher education, including 150,000 females, in the government operated universities in Cairo, Alexandria, Tanta, Mansura, Helwan, Menya, Assiut, and Suez.

Labor Force and Income

Egypt's labor force of 15 million is large and relatively skilled compared with those of other states in the region. While it represents a most valuable resource of development, Egypt faces underemployment among unskilled workers and a shortage of skilled artisans, technicians, and managers.

According to recent labor survey estimates, nearly 12 million Egyptian men were at work in 1981, or 60 percent of all men. Women's labor force participation rate in 1980 was 5 percent, up from 3.2 percent in 1976.

The industrial composition of the Egyptian labor force favors agriculture with 48 percent of the labor force in agriculture in 1980. About 18 percent of the work force is in industry and commerce, and 32 percent are in services. The largest occupational category outside agriculture is that of community and personal services workers. This grouping accounted for 18 percent of all employed persons in 1980. The next single largest occupation is production process workers and laborers, representing 13 percent of the labor force, followed by 8 percent who are in wholesale and retail trade.

The average Egyptian works 42 hours per week. This legal work week is spread over 6 days, but many workers hold two jobs or benefit from overtime salaries which range from 125 percent of base wage during daylight to 150 percent at night to 200 percent on the seventh consecutive day of work.

Legal holidays are given 10 times each year, with 2 weeks paid vacation for workers with less than 10 years of service. Those with longer service receive 21 days. Once in a lifetime, each worker is entitled a Pilgrimage leave for a month at full pay.

Membership in trade unions is about three million workers. There were 900 unions in 1981 divided into the country's 21 general trade unions organized on industry lines, and all belonging to the government affiliated Egyptian Trade Union Federation (ETUF). Labor disputes are referred to a compulsory conciliation and arbitration board representing labor, management and the government. The board has 20 days to resolve disputes, and in case of an impasse an arbitration court is called upon for a final and binding decision. While it is illegal to strike, wildcat strikes have occurred (food riots in 1977) even though the government's response tends to be swift and at times harsh.

Egypt's rate of inflation (18.7 percent in 1980 and 9.6 percent in 1981) has been pushing wages upward during recent years although the overall level remains relatively low. The average per capita annual wage in 1981 was estimated at $580. Average weekly earnings for men were about US $11 at the 1981 exchange rate. There is, however, great variation in wage income by employment sector. While an unskilled worker in 1981 could earn $500-$2,000 annually in Cairo, a high-level executive's salary could range from $5,000 to $25,000 and a skilled worker could earn as much as $4,000.

A conscious policy of insulating the majority of consumers from the pressures of world inflation has been in place since 1977. The primary method of this policy has been the subsidy program which has grown to $2.4 billion in FY 1981/1982 of which L.E. 17 billion (at the 1981 exchange rates of L.E.1=US$ 0.84) went to basic commodities such as wheat, flour, sugar, rice, tea, edible oil, butane gas, meat and corn.

Transportation and Communications

There are about 47,000 kilometers of roads in Egypt, of which about 12,000 kilometers are paved, 2,500 kilometers are gravel and stone, 14,000 kilometers are improved earth, and 18,000 kilometers are unimproved earth. Egypt is scheduled to invest 4.3 billion Egyptian pounds in upgrading its transportation grid with the assistance of the World Bank and AID during the 1980s.

A well-developed railroad system along the Nile forms the backbone of Egypt's freight hauling system, with close to 6,700 kilometers in total track. Half of all freight and a third of commercial passenger traffic use the railroads.

Egypt's major port is Alexandria which handles 80 percent of all cargo (15 million tons in 1982) entering the country. Other important harbors include the renovated Port Said, Suez, Mersa Matruh and Dakahlia.

Cairo has the only international airport in Egypt. In addition there are nine civilian domestic airports used primarily by foreign tourists who visit Upper Egypt's historic cities of Abu Simbel, Aswan and Luxor. Egypt Air, the national carrier, has a fleet of 22 jets. In 1981 it carried over two million passengers.

Egypt's overtaxed telephone and telegraph infrastructure is under major overhaul. With less than 600,000 telephones (1.3 per 100 population), the waiting list for automatic dial service is rapidly increasing and had reached 300,000 in 1980 according to the Arab Republic of Egypt National Telecommunications Organization (ARENTO). The 1980-84 plan allocates 1.7 billion Egyptian pounds for the expansion and improvement of the telecommunications network.

Egypt's entire population is within reach of the 26 radio and 35 television transmitters. An estimated 1.4 million television receivers reach close to 10 million viewers. The two major channels broadcast in black and white as well as in color 16 hours daily and 20 hours on Fridays and Sundays. Broadcasts are in Arabic with some programs in English and French.

Egypt boasts the Arab world's most prolific publishing establishment. There are more than 400 newspapers and periodicals of which 92 percent are in Arabic. Other languages include Armenian, Greek, French and English. The major Cairo papers include the authoritative *Al-Ahram* (500,000), *Al-Akhbar* (700,000), *Al-Goumhuriya* (400,000) and *Mayo* (150,000). *The Egyptian Gazette* (19,000) is the only English language daily in Cairo.

Sources of Information

The Supreme Council for Population and Family Planning's Population and Family Planning Board publishes the bilingual (English-Arabic) *Population Studies* (P.O. Box 1036, Cairo, Egypt) which reports on demographic data on a regular basis.

In 1980 the World Bank published a 444-page comprehensive study by Khalid Ikram entitled, *Egypt: Economic Management in a Period of Transition*, which is available from the Johns Hopkins University Press (Baltimore, MD 21218) for $11.50 (paperback ISBN 0-8018-2419-2).

For a recent overall appraisal, see John Waterbury, *The Egypt of Nasser and Sadat: The Political Economy of Two Regimes* (Princeton University Press, 41 William Street, Princeton, NJ 08540), which is available for $12.50 in paperback (ISBN 0-691-10147-7) or for $45 in hardback (ISBN 0-691-07650-2).

In the series "Foreign Economic Trends and Their Implications for the United States," the U.S. Department of Commerce has published a report, *Egypt* (May 1982), FET 82-029, available for $1.50 and in the Series Overseas Business Reports, *Marketing in Egypt* (OBR-81-31), May 1981, n.p. and *Investing in Egypt* (OBR-81-08), December 1981 for $1.25. Both are available from the Publications Sales branch, room 1617, U.S. Department of Commerce, Washington, DC 20230. •

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ATW/*continued from p. 2*

be Nigeria, and the greatest manufacturing/extrative risk is in Iran.

After Nigeria, the five most risky countries for exporting are Bolivia, Iran, Argentina, El Salvador, and Mexico, according to Frost & Sullivan's analysts.

After El Salvador, the greatest five-year risk is in Iraq, followed by South Africa, Argentina, Zambia, Zaire, and Israel. Besides Iran, countries considered risky because of political turmoil include Libya, Zaire, Bolivia, South Africa, Iraq, and Pakistan.

Besides its monthly newsletter ($196 per year), Frost & Sullivan publishes the World Political Risk Forecasts on an individual country and regional basis.

For more information, contact Frost & Sullivan, Inc., 106 Fulton Street, New York, NY 10038; telephone (212) 233-1080. Frost & Sullivan also has offices in London, Frankfurt, Tokyo, Paris, and Madrid.

The Entrepreneurial Poor in Bangladesh

Over 30,000 loans have been made successfully to a landless people in Bangladesh who were once believed to be extraordinary risks. Their rate of repayment compares favorably with that of affluent urban borrowers, according to a report in the Ford Foundation Letter.

A professor in Bangladesh started the program which makes loans to groups of five people. Initial loans are to two people of the five for about $30 to $50 — a small sum, but one that makes it possible for them to start or add to a business.

All five people in the group must agree to a strict repayment schedule and to put a penny a week into savings for the group. If the two initial borrowers repay, the others then become eligible for loans.

Nearly 40 percent of all the borrowers are women. One woman, whose husband had died in the 1974 famine and who had wandered from village to village doing odd jobs to support herself and her two children, used her loans to set up a one-woman business peddling housewares. With her profits, she made a downpayment on a family home. Eventually she promised her daughter in marriage to the son of a respected local family and was elected leader of an organization of entrepreneurial women like herself.
Source: *The Ford Foundation Letter*, June 1, 1983.

Canadian Growth

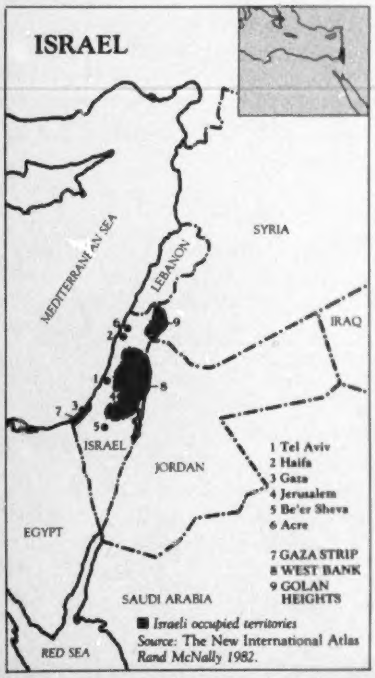
Alberta is the fastest growing province in Canada, according to 1982 estimates of population recently released by Statistics Canada. Alberta has added 79,700 people since the 1981 census, for a total of 2.3 million and a growth rate of 3.5 percent. Other provinces grew about 1 percent or less.

For more information on estimates, contact Rosemary Bender, Demography Division, Statistics Canada, Ottawa K1A 0T6, Canada; telephone (613) 995-2212. •

Country Profile
State of Israel

During its relatively brief period of existence, the 35-year-old sovereign State of Israel has witnessed social changes on a scale that few other nations have experienced in centuries. Its population has trebled — to four million in 1983. Its 10 percent average annual real growth in GNP during the country's first 25 years was among the highest in the world. Massive immigration produced a vivid cultural mosaic, and the initial ethno-religious mix was intensified after the 1967 occupation of the Gaza Strip and West Bank Territories, which today have a predominantly Moslem population of 1,286,000.*

Although Israel has not conducted a national census since 1972 (one is scheduled for this year), the Central Bureau of Statistics maintains a close account of its citizens via a sophisticated population registration system supplemented by periodic surveys of families, education, labor, and other subjects.



Source: The New International Atlas *Rand McNally 1982.*

The population growth rate averaged 2.3 percent annually during the late 1970s, with evidence of a slowing trend in the early years of the 1980s. Unlike many nations of the developing world, the government of Israel adheres to a pronatalist position, and encourages maximum family size. Nevertheless, the total fertility rate for Jews has fallen from 3.4 children in 1971 to 2.7 today.

Population concentration is a notable feature of Israeli society. While the concept of the kibbutz — a voluntary, egalitarian association of individuals living and working within a rural communal economic system — has received a great deal of international attention, only three percent of the population presently choose this lifestyle. Another four percent live in rural moshavim, collective villages which share some kibbutzim features, but whose living arrangements are based on the nuclear family.

At the other end of the spectrum, fully 87 percent of the population live in urban localities, defined as settlements with 10,000 or more inhabitants, but which also include certain settlements of fewer than 10,000 that exhibit a non-agricultural character. This urban percentage has risen only marginally since 1972. In some instances, official statistics distinguish between "veteran" and "new" urban localities, according to whether they became populated before or after the establishment of the State.

Regions and Cities

Approximately equal in size to the State of New Jersey, Israel proper consists of six administrative districts in three distinct geographic regions. A 12,000-kilometer array of good roads connects population centers and anchors the transportation network. Because of the short distances involved, motor transport overshadows the small rail system that serves the major cities. Population densities vary widely around the 192 person per square kilometer average, ranging from nearly 6,000 persons per square kilometer in the Tel Aviv District to only 34 in the Southern District.

More than one half of Israel's total land area is claimed by the Negev Desert, much of which is inhabited by nomadic Bedouins who represent 10 percent of the nation's Arabs. Beersheeba, the major city of the Negev region, has grown by nearly 30 percent since 1972, to its present size of more than 110,000.

Bordering the Mediterranean Sea is the fertile and densely populated Costal Plain, which contains two of the country's three largest cities. Haifa is Israel's most prominent port, handling 60 percent of all foreign trade. In the 10 years following the 1972 census, the Haifa subdistrict grew by 14 percent to its present size of 406,000. To the south, the Tel Aviv-Yafo District increased by 11 percent, and now supports in excess of one million residents. In conjunction with the nation's capital, Jerusalem, the metropolitan areas of these three cities accommodate almost one-half of all Israelis. It should be noted, however, that the most dramatic increases since 1972 have been registered in the "less urban" Northern, Central, and Southern Districts.

The Costal Plain continues southward into the Israeli-occupied Gaza Strip. After turbulent years and negative growth rates in the late

*The United Nations regards the Gaza Strip, West Bank, and Golan Heights areas as territories under Israeli occupation, and not as part of Israel. Throughout this profile, figures will refer to the State of Israel proper, unless otherwise noted.

1960s, the Gaza Strip grew at an average annual rate of 2.7 percent during the 1970s. The U.S. Census Bureau estimates a midyear 1983 population of 454,000, the majority of whom are Arab Moslems. Similar to Moslem Israelis, the Gaza population is unusually young, with 59 percent under the age of 20, and 49 percent of all males under age 15.

Inland from the Costal Plain is the Central Hills Region, which extends from the Negev Desert northward through Galilee to the internationally-disputed Golan Heights. This topographical region contains portions of five of the six administrative zones, including all of the Jerusalem District. Now 95 percent urban, the District has grown by 32 percent since the census year, and has much more than doubled its 1961 population. The capital itself is home to 9 out of 10 District residents, and is divided into a Western Jewish sector and an Eastern Moslem area. Jews constitute more than 70 percent of the city's total population.

The Central Hills also encompass much of the occupied West Bank, with a predominantly Moslem population growth rate of only one percent since 1975. As West Bank fertility is probably similar to that of Moslem Israelis, the low growth rate implies a substantial emigration of West Bank Arabs over the past seven or eight years.

Age Distribution

Israel's median age of 25 years reflects a youthful population (the U.S. median is 30 years). While 42 percent of all citizens are under the age of 20, there is a wide discrepancy between non-Jews and Jews in this regard (59 percent of non-Jews and 39 percent of Jews are under 20).

The population pyramid bulges somewhat in the 25 to 29 and 30 to 34 age groups, a reminder of the heavy immigration during the State's first 5 years of existence. Even though the national fertility level is falling, this age distribution is significant because fertility rates are highest among Israeli women 25 to 29 years of age. Some observers believe that the large number of women in the prime childbearing ages may produce an effect similar to that unfolding in the United States today, where the "coming of age" of the baby-boom generation is placing upward pressures on the birth rate. This possibility is enhanced by the fact that ever-greater numbers of young Israeli women have been entering the labor force, suggesting a delay in the timing of first or second births.

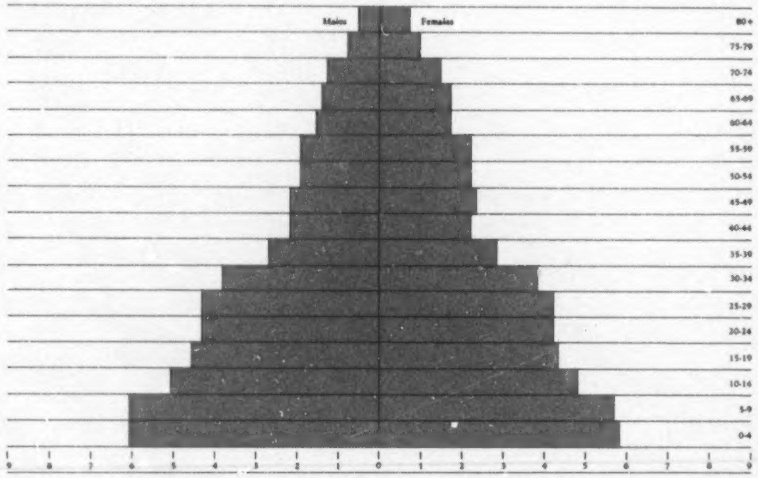
To date, however, no such trend is evident. The number of births has actually decreased from 99,000 in 1976 to 93,000 in 1981, translating into a decline in the birth rate (live births per 1,000 population) from 28 to 23.8. The rate of marriage per thousand people also declined from 8.3 to 7.6, reflecting changes in attitudes toward wedlock. Furthermore, absolute numbers of divorces are on the rise; among couples who marry in Israel, 10 percent divorce within 15 years. Combined with the national decline in total fertility, these factors operate against the likelihood of an upswing in future birth rates.

Ethnicity

Israel is one of only two modern nations — the other being Pakistan — which was founded as a homeland

Israel's Population by Age and Sex: 1982

(in percent)



Age	*Total*	*Males*	*Females*
All ages	3,977,900	1,986,700	1,991,200
0-4	467,800	240,300	227,500
5-9	461,900	236,800	225,100
10-14	392,400	201,500	190,900
15-19	344,300	177,000	167,300
20-24	332,500	169,000	163,500
25-29	335,400	168,000	165,400
30-34	302,900	151,300	151,600
35-39	214,800	106,400	108,200
40-44	169,200	83,300	85,900
45-49	171,400	83,200	88,200
50-54	158,500	74,900	83,600
55-59	160,200	73,400	86,800
60-64	127,600	61,900	65,700
65-69	122,700	56,000	66,700
70-74	104,800	50,400	54,400
75-79	63,800	30,800	33,000
80+	50,000	22,600	27,400

for a religious group. Nevertheless, cultural uniformity is not a trademark of Israeli society.

Prior to 1948, a large majority of Jewish immigrants came from European backgrounds. During the first three years of statehood, however, the bulk of the 750,000 new immigrants were Sephardic Jews arriving from North Africa and other areas of the Middle East. Unfamiliar with much of the Western institutional structure which had been implanted in the new state, Sephardim as a group became differentiated from European Jews in terms of lower economic and educational attainment as well as in manner and appearance. These socioeconomic differences are still much in evidence.

A second factor that undercuts social cohesion is religious orthodoxy. Approximately 35 percent of the Jewish population are strict adherents to Judaic law and tradition, while many other Jews see themselves as secularists who disdain the religious dictates of Orthodox practitioners. And today, the sabra (native born) generation adds a new dimension to the social fabric. While sabras obviously run the length of the religious and political gamut, they are generally characterized as less socialistic, more independent, and more nationalistic than their forebears. Whereas a quarter of Israeli Jews claim Europe or America as their birthplace, sabras now constitute 56 percent of the Jewish population. The remaining fifth were born in Africa or Asia.

Adding to the diversity is the fact that 17 percent of Israeli citizens are non-Jewish Arabs, a fifth of whom are Christian or Druze rather than Moslem. Arab residents, while technically able to avail themselves of the same political rights as Jews, are in fact segregated from the majority. They live mostly in their own communities, work primarily at manual labor, and remain subject to numerous civic constraints.

Immigration

Since statehood, immigration has been a cornerstone of Israeli nation-building. Between 1948 and 1973, some 1.5 million Jews took up new citizenship. Like the tidal wave of migration to the United States in the 1880s, the influx in the late 1940s was crucial to Israel's economic and territorial development. According to plan, incoming migrants were dispersed to rural and border development areas, although many gravitated to more established urban centers after a few years. Because male immigrants outnumbered females, Israel quickly joined the ranks of the few nations with a predominance of males.

During the period of low economic growth following the 1973 war, certain population features began to change. In 1975, sabras came to outnumber immigrants for the first time. And by 1979, immigration had slowed to the point where, for the first time since 1953 (when severe post-World War II austerity sent many European refugees home), the number of persons leaving Israel exceeded the number of entrants. A negative balance has persisted in the early 1980s and there are now more Israeli women than men. This excess out-migration, seen chiefly as a

Israel Labor Force, by Occupation and Percent Female in Occupations

	% of all Employed Persons in Branch			*1975*			*1981*		
Economic Branch	**1981**	**1975**	**1970**	**Females**	**Total**	**% Female**	**Females**	**Total**	**% Female**
Agriculture, Forestry, Fishing	6.1	6.4	8.8	16,744	71,385	23.5	15,779	78,086	20.2
Industry (Mining & Manufacturing)	23.4	24.8	24.3	59,332	275,648	21.5	65,902	299,543	22.0
Electricity, Water	1.1	1.0	1.2	1,820	11,550	15.8	1,392	14,081	9.9
Construction	6.2	8.1	8.3	3,276	90,102	3.6	4,177	79,366	5.3
Commerce, Restaurants, Hotels	12.0	12.3	13.0	48,048	137,120	35.0	53,836	153,612	35.0
Transport, Storage, Communication	6.7	7.3	7.5	10,920	80,530	13.6	16,708	85,767	19.5
Financing, Business Service	8.8	6.7	5.2	33,852	73,522	46.0	55,228	112,649	49.0
Public, Community Service	30.0	27.3	24.0	157,976	303,185	52.1	214,878	384,030	56.0
Personal, Other Service	5.8	6.1	7.7	31,668	67,596	46.8	36,200	74,246	48.8
Total (published)				364,000	1,112,600	32.7	464,100	1,280,100	36.3

Source: Central Bureau of Statistics, 1982, **Statistical Abstract of Israel 1982.** *Jerusalem, table 11/4. Columns may not sum to totals due to estimation procedure and/or rounding.*

District Population Distribution and Growth in Israel: 1961-1982

District	*1961*	*1972*	*1982*	*% change, 1972-1982*
Total Country	2,179,500	3,147,700	3,977,900	26.4
Jerusalem	191,900	347,400	457,100	31.6
Northern	337,100	473,300	626,600	32.4
Haifa	370,300	483,800	569,900	17.8
Central	407,000	579,700	807,400	39.3
Tel Aviv	699,300	907,200	1,004,000	10.7
Southern	173,900	354,200	485,700	37.1
Israeli *(residents in administered territories)*	—	2,100	27,200	1195.2

Source: *Central Bureau of Statistics*, 1982, Statistical Abstract of Israel 1982, *Jerusalem, table II/4.*

sabra reaction to inflation and government policies, is embarrassing to an administration which publicly encourages immigration.

The combination of recent Jewish emigration trends with high fertility rates and a youthful population among non-Jews in both Israel and the Territories leads some demographers to predict that by the year 2000, non-Jews will outnumber Jews within the present occupied borders. Such a reality would have profound implications even in Israel proper, and represents an increasingly important factor in the process of government decisionmaking.

Labor Force

Due to compulsory military service which begins at age 18 for male and female citizens and resident aliens (Muslims and Christians, but not Druze, are exempt), Israeli labor force statistics are not strictly comparable to those of other nations. Persons in the civilian labor force comprised 50 percent of the total population aged 14 and over in 1981, 64 percent of the males and 36 percent of the females. Age-specific participation rates for each sex rise after age 25, because by then military service has often been completed. These rates peak at 91 percent among men aged 35-44, and at 53 percent among women aged 25-34.

While equality between the sexes has always been official workplace doctrine, the principle has frequently been circumvented. However, the efforts of ex-Prime Minister Golda Meir were instrumental in reducing de facto discrimination, and in providing greater incentives for female labor force activity. The number of women in the work force increased by 30 percent from 1975 to 1981, compared to a male increase of 11 percent.

During its first 30 years, Israel transformed its predominantly agricultural economy into a diversified industrial base relying heavily on imports to compensate for a limited endowment of natural resources. Labor force expansion in this period outpaced even the tremendous population growth, with workers' ranks swelling by 400 percent. Today, industry's share of the total labor force is declining. Recent emphasis on research and development (notably in applied sciences) has increased the number of professional research workers from 9,400 in 1974 to an estimated 12,600 in 1980. At the same time, many service functions show marked growth. Public and community service is by far the largest economic branch, occupying 30 percent of all employed civilians. The tertiary sector as a whole accounts for 62 percent of Israeli workers. While the proportion engaged in agriculture has itself dropped by some 40 percent since the late 1960s, product diversification and mechanization have contributed to steady growth in output.

Rapid industrialization and pressing security needs have allowed the economy to maintain a high level of employment. Unemployment has averaged approximately 3 percent since the early 1970s, in spite of the fact that an estimated one-third of the work force of the Administered Territories has been attracted to Israel by relatively high wages and opportunities, especially in construction and industry. Recently, the unemployment rate has increased in response to government efforts to curb the rampant inflation which raged at 135 percent annually at the decade's outset.

Households

Average household size stood at 3.7 persons in 1981, higher than the U.S. mean of 2.7 but lower than those of other nations in the region. Single-person households constitute 14 percent of the 1,026,000 total. While average size has declined only slightly since 1960 (from 2.9), the

Household Possession of Consumer Goods in Israel: 1970-1981 (Percent Households Possessing)

	1970	*1977*	*1981*
Telephone	34.8	53.6	65.4
Air Conditioner	4.6	9.1	15.0
TV Set	49.7	87.8	90.9
Record Player	24.3	32.5	41.8
Tape Recorder	11.9	30.6	42.8
Camera	26.8	35.2	43.1
Private Car	15.4	27.4	33.5
Commercial Vehicle	5.0	4.8	5.4
Sewing Machine	37.7	40.7	42.7
Electric Vacuum Cleaner	20.5	31.6	36.8
Washing Machine	42.8	70.5	78.5
Electric Mixer	27.7	43.1	56.1
Refrigerator	88.9	96.8	98.6
Electric Range	34.5	19.9	19.8
Gas Range	85.8	42.4	30.6
Combined Electric-Gas System	5.0	54.2	69.0

Sources: *Central Bureau of Statistics, 1981,* Statistical Abstract of Israel 1981, *Jerusalem, table XI/29; 1982. Table XI/35.*

number of households has nearly doubled.

Reflecting the high degree of urbanization, only 111,000 households are situated in rural areas. These are almost exclusively occupant-owned, in many cases owned collectively. The average rural household size has declined significantly in recent years — from 4.4 persons in 1977 to 4.0 persons in 1981 — reportedly due in part to an increasing preference among younger kibbutzim residents for a nuclear family structure.

Homeowners outnumber renters 2.5 to 1 in urban areas, and their average residency period of 11.6 years in the same dwelling is almost two years longer than that of renters. Surprisingly, 57 percent of all single-person households are owner-occupied.

Israel has been described as a "land of apartment owners," and many bemoan the inflated prices of apartment housing. High selling prices and a concomitant lack of rental dwellings are often cited as primary contributors to the increasing emigration of young Israelis.

Occupant density is less than one person per room in 30 percent of Jewish households (excluding kibbutzim), and less than two persons per room in all but 13 percent. Jewish households have, on the average, 1.3 children residing in the home, a figure which excludes those in compulsory military service. Twelve percent of Jewish homes employ domestic help.

Health and Education

In return for a small fee added to membership dues, Jewish workers and their families are entitled to extensive medical care provided by Histadrut, Israel's General Federation of Labor. Nonunion workers and Arab citizens may also enroll in this program, which now covers about 70 percent of the total population. In addition, a system of voluntary and charitable health care organizations is well established throughout the country. Israelis enjoy the highest physician/patient ratio in the world.

Infant mortality has fallen steadily since the nation's inception, to a 1981 level of 15 deaths per 1,000 live births, the lowest rate in the Mid-East region. Rates among non-Jews are roughly twice as high as those for Jews, as has been the pattern since 1949.

Jewish females born in 1980 could expect to reach age 76, outliving their average male counterpart by nearly four years. Life expectancies at birth for non-Jews are three years lower for each sex.

Education, whether through national or religious schools, is free and compulsory between the ages of 5 and 15 years. In 1979, high school instruction also became free of charge, and any youth 18 or under who has not completed schooling must attend special classes. Consequently, enrollment ratios approach 100 percent for the Jewish population aged 6 to 13, and 80 percent for those aged 14 to 17. Pupils in educational institutions totalled 1.3 million in 1981/1982, meaning that 32 percent of the entire population was engaged in some type of formal education.

Traditionally, Israel has stressed vocational education as the tool needed to convert immigrants and their offspring into farmers and industrial workers. More recently, emphasis has fallen on teaching and higher education. Literacy, the ability to both read and write, exceeds 90 percent. Israelis, said to be among the world's most avid newspaper readers, publish 28 daily papers (13 in Hebrew, 4 in Arabic, and 11 others), and rank second in the world in books published per capita.

Income and Consumption

Despite persistently severe rates of inflation — 135 percent in 1980; 103 percent in 1981; 132 percent in 1982 — real incomes have typically risen in recent years. Inflation tends to hurt institutions and the nation as a whole more than it harms individuals, since salaries and wages are linked to the cost of living. The average salary of wage earners in 1980 was 21 percent higher in real terms than in 1975, with provisional figures indicating a further net rise in 1981. The non-wage portion of income (from sources such as pensions, property, dividends and relief) more than doubled during the 1970 decade, reaching 9.6 percent of average urban family income in 1981.

Thirty-nine percent of households (excluding kibbutzim) in 1980 had two or more wage earners, while 40 percent had only one earner and 20 percent had none. Among households with children under the age of 17, nearly half had at least two wage earners.

The predominantly urban population is the usual focus of income and family expenditure surveys. From 1976 to 1981, when the most recent survey on income was compiled, a trend toward increasing inequality appeared in the distribution of gross incomes among urban employee households. The share of the two highest deciles was 39.7 percent in 1981, compared with 36.8 percent in 1976, whereas the share of the two lowest deciles fell from 8.3 percent to 6.7 percent. At the same time, the distribution of disposable income is less skewed; while a quarter of all household income was consumed by obligatory payments such as taxes and national insurance contributions, these payments represent a third of the gross income of top-decile households, as opposed to 7 percent of lowest-decile gross income.

In the typical urban household, more than 90 percent of income remaining after obligatory payments becomes consumption expenditure. Housing and household maintenance represent the largest segment of such expenditure (30 percent), with the food basket accounting for another quarter. Nearly 15 percent is budgeted for household equipment and personal apparel, while 10 percent goes to education and entertainment.

Sources

The Central Bureau of Statistics publishes a *Monthly Bulletin of Statistics* which presents continually updated vital registration figures and official estimates of population and migration, in addition to various industrial and socioeconomic indices. A companion volume for territories under Israeli administration is issued quarterly. Yearly figures are summarized and analyzed in the annual *Statistical Abstract* series, and results of specific surveys are often released under separate cover. Subscription and publications are available from the Government Publishing House, 25 David Elazar Street, Hakirya, Tel Aviv; telephone 216437.

The Center for International Research, U.S. Bureau of the Census, is presently undertaking an in-depth study of Israeli data as part of its work toward the construction of a computerized international data base. The investigation will cover a wide range of demographic and socioeconomic variables, with emphasis on longitudinal change. Information regarding the data base and Israeli demographics in general may be obtained from analyst Michael Roof, telephone (301) 763-2834.

Several other U.S. government agencies keep abreast of Israeli statistics. The Labor Department's Bureau of International Labor Affairs maintains files on worker activities in Israel, and receives periodic updates from a number of sources both here and abroad. Information is handled by Harold Davey, telephone (202) 523-6257.

The International Trade Administration, U.S. Department of Commerce, provides assistance to U.S. exporters, and produces a variety of marketing reports, policy statements, and briefing papers. Their Overseas Business Report, *Marketing in Israel* (OBR 80-24), dated July 1980, is available from any Department of Commerce district office for $1.25. A revised country report, *Israel*, is being prepared in the series "Foreign Economic Trends and Their Implications for the United States." Kathleen Keim, telephone (202) 377-4652, is the author of these reports.

Current data on economic and social trends are also available from the Department of State, Office of Egypt/Israel Affairs. The Economic Officer for Israel is Laura Peters, telephone (202) 632-3672.

A detailed synopsis of Israel society is contained in the American University's *Israel — A Country Study*. This 1979 publication, originally issued in 1970, has been modified and enlarged by a multidisciplinary team of social scientists, and presents an integrated picture of historic and modern dynamics. Copies are for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402 (414 pp., Stock Number 080-020-00790-1). •

—Kevin Kinsella

The author is an analyst in the Center for International Research, at the U.S. Census Bureau, specializing in Women in Development and Mid-Eastern Countries.

Publications

Peoples and Cultures of the Middle East by Daniel Bates and Amal Rassam, 1983, Englewood Cliffs, NJ: Prentice-Hall, Inc., 283 pp., $14.95/paper.

The Middle East as defined by Bates and Rassam includes Egypt, Israel, Lebanon, Syria, Jordan, Iraq, Saudi Arabia, the two Yemens, Bahrain, Qatar, Oman, the United Arab Emirates, Kuwait, Iran and Turkey. The discussions in this book are not on a country-by-country basis, but rather focus on what the authors call "generalizable problems, patterns, and cultural processes."

Included are chapters on Islam, communal identities and ethnic groups, cities and urban life, kinship, marriage and family, women, and political and social leadership.

In Middle East cities, the authors say, for example, that the traditional pattern of settling near the man's family has broken down because of the scarcity of housing.

"In Cairo, middle-and working-class households locate wherever they are lucky enough to find accommodations. Entire communities are built up around factories. In Baghdad, as in other major cities, the government has sponsored the development of neighborhoods based on occupational groups. For example, officers, engineers, high school teachers, and so on are entitled to house sites or apartments at special rates. In every country we see emergence of new neighborhoods that are fairly homogeneous in terms of occupation and class. The increasing mobility of nuclear households and the resulting instability of newer neighborhoods have resulted in a decline in the importance of the social role of the neighbor."

This book will provide the reader with a general overview of the culture of the Mideast but is not as apt to answer questions about customs or practices in a particular country. Nonetheless it may be useful in considering the region as a potential market.

Population Policies for a New Economic Era by Lester R. Brown, 1983, Washington, DC: The Worldwatch Institute, 45 pp., $2.00. Order from Population Reference Bureau, P. O. Box 35012, Washington, DC 20013.

Countries that do not halt their rapid population growth will find their incomes falling in the future, according to this analysis by Lester R. Brown. He reviews the economic situation and explores how depletion of global resources and rapid population growth have contributed to a shift to slower long-term economic growth.

Development Perspectives and Population Change by Ozzie G. Simmons, 1983, Honolulu, Hawaii: East-West Population Institute, 32 pp., Annual subscription rate for 8 papers, $12.00. Order from East-West Population Institute, East-West Center, 1777 East-West Road, Honolulu, Hawaii 96848.

This paper reviews the relationship between development and population and comments on the need to incorporate population factors into national economic and social development planning. The reduction of poverty and fertility go hand in hand according to the literature reviewed by Ozzie G. Simmons. Social and economic changes that will address both sets of problems are suggested.

New Marketing Reports

Two new Overseas Business Reports are available from the U.S. Department of Commerce. Both *Marketing in Nigeria* (OBR 83-03) and *Market Profile for South Pacific Islands* (OBR 83-02) are updates from the 1979 reports.

Order from Publications Distribution, Room 1617, U.S. Department of Commerce, Washington, DC 20230. •

Sources
Foreign Area Studies

If you need to know how many ethnic groups coexist in Chile, the number of languages spoken or the nature of social, economic, and political conditions and problems there, a country study by Foreign Area Studies may help.

Since 1969, the Foreign Area Studies program of The American University has published over 100 books presenting a multidimensional portrait of individual countries. The 300-to-800 page volumes are organized around five chapters that integrate the society, history, government, economy, and national security of each country. The director of the program, William Evans-Smith, says the books are aimed at "the intelligent non-specialist."

Foreign Area Studies began in the 1950s as the Washington, D.C. office of the New Haven-based Human Relations/Area Files, under contract to the Department of the U.S. Army. The Army, increasingly involved with economic and military assistance to foreign countries, wanted concise summaries of the cultures with which they would be dealing. The work was initially intended for distribution only within the federal government. The first reports contained classified information and circulated in mimeographed form to about 400 offices. In 1963, the studies were published in bound format and unclassified volumes were made available to the public through the Superintendent of Documents at the U.S. Government Printing Office.

By 1968, the preparation and inclusion of classified information was terminated and studies were made public as hardcover books. More than one million copies of the books have been published since then.

In 1976, the books were called *Country Studies* and the standard 5-chapter format was adopted. (China is an exception with 14 chapters.)

The first chapter provides the historical setting. The second covers the society and its physical environment. It is in this second chapter that much of the demographic data are found. The third chapter gives an overview of the economy; the fourth explores government and politics and the fifth chapter focuses on national security. Although the books do not stress demographic data, statistics on population and other matters are incorporated throughout the chapters.

All volumes contain bibliographies, glossaries, and indexes to help users find the information they want.

Each country study is prepared by a team of advanced degree professionals composed of an anthropologist, an historian, a military scientist, a political scientist, and an economist. All staff members have extensive field experience in their area and are fluent in at least one foreign language. The *Studies* are based on material synthesized from secondary sources rather than original fieldwork. Although the manuscripts are prepared in five months, the complete publication cycle can take up to two years. The final draft is circulated for external review to the Department of State, the Army, and subject matter specialists.

The title page of every book gives the month and year in which the research was completed. Users should be aware that while the studies give a good overview of the political, economic, and cultural climate, actual statistics may have to be updated before they are used for planning purposes.

The order in which new editions are written depends on how out-of-date the current report is and the strategic importance of the country. The program's goal is to completely rewrite each study every seven years, but the current budget permits fewer than half to be redone. Although the Army is the source of funds for the program, Foreign Area Studies will accept non-government financing for a new edition of a specific country study.

An order form for *Country Studies/ Area Handbooks* can be obtained from Foreign Area Studies, The American University, 5010 Wisconsin Ave. N.W., Washington, DC 20016. Publications range in price from $9.50 to $17 and can be ordered only from the Superintendent of Documents, U.S. Government Printing Office, Washington, DC 20402. Microfiche copies can be ordered from the National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161. More than 1,000 federal depository libraries receive FAS country studies as they are released. •

—*Daphne Spain*

Country Studies Published Since 1980

Country	*Year of Publication*
China	1981
Cyprus	1980
Czechoslovakia	1982
Ethiopia	1981
East Germany	1982
Jordan	1980
Korea, North	1982
Korea, South	1982
Nigeria	1982
Panama	1981
Peru	1981
Somalia	1982
South Africa	1982
Thailand	1981
Turkey	1980
Yugoslavia	1982

Scheduled for 1983:

Brazil
Burma
Chile
Egypt
Indian Ocean Countries
Indonesia
Japan
Nicaragua
Poland
Sudan
West Germany
Zimbabwe

Jobs Available

The U.S. Census Bureau's Center for International Research expects to hire two or three demographers and may hire two economists when the new federal fiscal year begins October 1. Candidates do not need a Ph.D. or even a Master's degree but should have some training in statistics and demographic analysis. Resumes or Federal 171 forms may be submitted directly to Center for International Research, U.S. Census Bureau, Washington, DC 20023.

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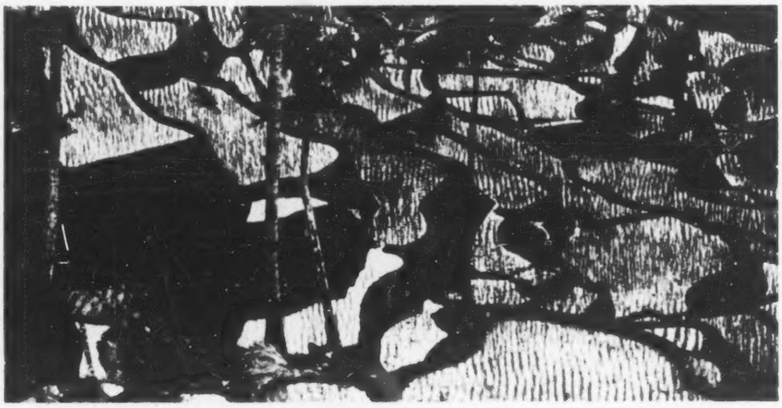

Paul Harrison

A rice farmer works in a carefully constructed terrace. High intensity agriculture and soil conservation are needed if many developing countries are to feed future populations from their own land.

Food for Thought

More than half the developing countries may be unable to feed their populations from their own land by the year 2000. This is the conclusion of a new United Nations survey that looks at the food producing capacity of land in the Third World. The survey is highlighted in the 1983 State of World Population report released by the United Nations Fund for Population Activities.

Using subsistence agriculture, and with only their own territory as a source of food, there will be 65 countries unable to feed their populations by the turn of the century, according to the survey carried out by the Food and Agriculture Organization.

Africa will be one of the hardest hit areas, with 31 of its 51 nations unable to produce enough food. But even more intense problems are likely to arise in South West Asia where only one of the 16 countries in the region will be able to feed itself using any but the most advanced farming methods.

The study has implications for U.S. agri-business and its approach to sharing and adapting new developments in technology with foreign farmers.

This is the first thorough scientific study of its kind designed to gauge approximately how many people the land in developing countries can feed, according to Paul Harrison, an FAO consultant. A mass of information based on detailed maps of soils and climate in 117 developing countries has been fed into a complex computer program, Harrison said.

The research team looked at the food crop which gave the highest yield of calories in each place and they assessed the potential yield at three intensities of farming: low, intermediate, or high, depending on the use of such farming aids as fertilizers, pesticides, new seeds, and soil conservation methods.

Low levels correspond to peasant farmers growing food for their own daily needs. Intermediate levels are similar to those used by medium-sized farmers who sell some produce and make an effort to increase yield. High levels could be compared to those used by North American farmers today.

Most farmers in developing countries are somewhere between the low and intermediate levels, Harrison said.

At the low levels, the land in 65 countries would be unable to feed its anticipated year 2000 population. More than half of these countries could not manage even if they raised their farming methods to the intermediate level. And there are 19 countries whose food shortages

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COUNTRY PROFILE: HONG KONG

would remain critical even with optimal farming methods.

Even this pessimistic conclusion is based on the assumption that the entire cultivatable area would be used for growing food crops. No allowance is made for non-food crops such as coffee, cotton, sisal, or even firewood, Harrison said.

Enough food is grown to feed everyone in the world today, according to Harrison. "The problem is that the people are not always in places where food can be made available," he said. "Food does not flow easily across frontiers unless the recipient country has the money to pay for it — and there is a suitable storage and distribution system. This is why there can be a butter mountain in Europe, a grain surplus in the United States and a famine in Africa simultaneously."

Even in countries that can feed their populations, people must have access to the land or have the income to buy food, or they will go hungry regardless of the amount of food in the country, Harrison explained.

"Those countries which will have difficulty feeding their population from their own land will have to improve their levels of farming as much as possible," Harrison said. "Some are lucky with mineral resources or industry that can generate the national income with which to import food. That gives them a breathing space but leaves them in an exposed and dependent position. But all would benefit from policies that would reduce their fertility and stabilize their populations as soon as possible." ●

Around the World

Article Disputes Reports of Health Care Decline In USSR

Indictments of Soviet health care brought on by reportedly rising rates of infant mortality are unwarranted, according to an article in the June issue of *Population and Development Review*, a quarterly journal of the Population Council.

The authors, Ellen Jones and Fred W. Grupp, contend that the apparent rise in the infant mortality rate in the Soviet Union is largely caused by the simultaneous improvement in reporting in the Soviet Muslim republics in the southern tier, and the leveling out of the historical decline in infant mortality in the European republics.

According to Soviet reports, the infant mortality rate rose between 1971 and 1975 from 23 to 31 infant deaths per thousand live births. (The U.S. rates in the same years were 19 and 16.) Articles in the popular press interpreted this increase as a sign that Soviet health care is deteriorating.

Jones and Grupp point out, however, that in the early 1970s the Soviet Union increased its efforts to improve health care management by placing responsibility for registration at the national level, rather than at the republic level, where it had been since the mid-1950s, and by introducing computerized record-keeping techniques.

At the same time, progress was made in providing systematic medical assistance to pregnant women, newborns, and infants in the Muslim southern tier, where health conditions have lagged behind those in the areas populated mainly by people of European descent.

Jones and Grupp conclude that real infant mortality rates continued to decline in the Muslim republics throughout the 1970s and that there was only a modest increase in infant mortality in the European republics in the 1970s due to the effects of previous abortions, environmental pollution, and changes in eating, drinking, and smoking habits of pregnant women. They suggest, however, that this increase stabilized and reverted itself by the mid to late 1970s.

A subscription to *Population and Development Review* costs $14.00 from Office of Communications, The Population Council, One Dag Hammarskjold Plaza, New York, NY 10017.

German High School Adds Japanese Course

A boarding school in West Germany is the first to offer Japanese to high school students. The school, in Weierhof, allows students to study Japanese as a third language, after French and English.

The principal said he decided on adding Japanese last spring after a news item that reported that 20,000 Japanese speak German, but only 150 Germans have some fluency in Japanese.

The business applications for a country like West Germany are obvious. One German company donated a Japanese typewriter to the school, which in the meantime has 20 students enrolled in the new course. Next on the agenda are plans to construct a teahouse in which students will practice the traditional tea ceremony, an exercise designed to help them understand the foreign culture.

Free for the Asking

Having no luck trying to find demographic data for a special project? Subscribers to International Demographics can call Sam Fridman or Doris Walsh for help in finding international demographic data. The data you are looking for may even be in the research library. It is a free service for all International Demographics subscribers. Just call us in Ithaca, New York at (607) 273-6343 between 8:30 a.m. and 5 p.m. EST.

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Managing a Firm's Advertising Research Needs

The following article is excerpted and adapted from Management of International Advertising, *a new book by Dean M. Peebles of Goodyear International, and John K. Ryans, Jr. of Kent State University. Due to be published this month, the 320-page book is the only original text written on the subject, according to the authors.*

A frequent complaint of international advertisers, particularly smaller firms, is that they cannot afford sophisticated research. But there are both sophisticated and opportunistic approaches to obtaining research insight.

Let us look at one or two ways that a firm can fulfill minimal research needs — the characteristics of the target market, monitoring of their image and relative level of awareness, some form of concept testing, and some follow-up research to determine if the advertising objectives were achieved.

Target Market

Generally, the international marketing division will develop data on the target market, and this information should be available to the international advertising manager for use by the advertising agency(ies) or in-house planners or creative staff. In the case of consumer products, these target market data could range in sophistication from consumer demographics to psychographic profiles, while with industrial products the potential industry categories could be described or specifics about the appropriate level of buying decision makers could be provided.

If formal target market data are unavailable, the international advertising manager may need to turn to the company's sales force (or to distributors for certain consumer products) for information. While the data would be "second hand," they would offer some guidance. Finally, considerable data are often available in the company's sales records, a point too often ignored.

Monitoring Image

The availability of omnibus studies has greatly reduced the problems many firms have had in attempting to adequately track changes in their image and relative level of awareness compared with the competition. The omnibus study brings economies of scale to research, for example, by allowing a number of firms to participate in the same ongoing research and thus to drastically reduce costs. A multinational corporation can include two or three questions in an omnibus study rather than having to do a whole project itself. This approach is particularly useful in tracking the firm's level of awareness or image in numerous markets; if a company notes a significant change between time periods in some markets, it can then conduct more extensive research in the problem area to get at the cause.

Where firms prefer to conduct their own research, it is vital to obtain readily comparable data.

Concept Testing

The use of focus groups in concept testing is growing rapidly. While some researchers still shy away from any technique that does not employ random sampling procedures, it should be stressed that, conducted properly a focus group provides considerable insight quickly and at a relatively low cost. What is essential, of course, is to select focus group participants that approximate the target audience as closely as possible.

Perhaps the biggest plus of the focus group, however, is the interchange between the participants. Other techniques such as mail or telephone surveys or personal interviews with respondents selected from the target audience can also provide helpful information for concept testing.

Similarly, focus groups or panels can be employed in pretesting campaigns or advertisements. International trade shows often provide excellent forums for testing concepts and advertisements and even for holding focus groups. Certainly a food manufacturer or equipment supplier could find all the potential focus group participants it needs at the Hamburg Food Fair, for example.

Post-research

The type of post-advertising/campaign research depends on the objective. If, for example, it is designed to provide sales leads via requests for information from response cards or inquiries, then a predetermined level of response may provide an adequate measure.

On the other hand, if a change in image or awareness is desired, a follow-up study similar to earlier research is necessary. Here, changes identified by the tracking research would be sufficient.

Finally, comparable research is needed in each market where the advertising is to appear. Many advertisers often try to cross borders with their findings; for example, to consider an Italian concept test to be valid for Europe. This is highly risky and especially is not recommended for consumer research. More firms have been successful in generalizing across borders in the old Benelux area than elsewhere in Europe, but the international advertising manager should try to avoid such tempting shortcuts.

Managing Research

We recommend that much of a firm's international advertising research be centralized in the home of-

continued on p. 9

Country Profile

Hong Kong

Hong Kong's business is making money. A traditional New Year greeting is "Happy New Year, and may you make a fortune." That wish is partially aided by a flat tax of 15 percent on personal income and a tax ceiling of 16.5 percent for corporations. Living standards and personal wealth in Hong Kong have risen sharply in the last decade: between 1971 and 1981, per capita income more than doubled.

Future growth depends on negotiations between Great Britain and China, however. Great Britain's 99-year lease on Hong Kong's New Territories (90 percent of the crown colony's land) expires in 1997. If China reasserts its sovereignty, the capitalist nature of Hong Kong's economy will be in doubt. Uncertainty about its future is affecting business internationally. Informed sources think China will try to maintain Hong Kong in its present form because the colony provides one-third of Peking's foreign-exchange earnings — 20 percent of Hong Kong's imports came from China in 1980. Nevertheless, some observers detect a jittery investment climate already affected by rumors of what will happen in 15 years.

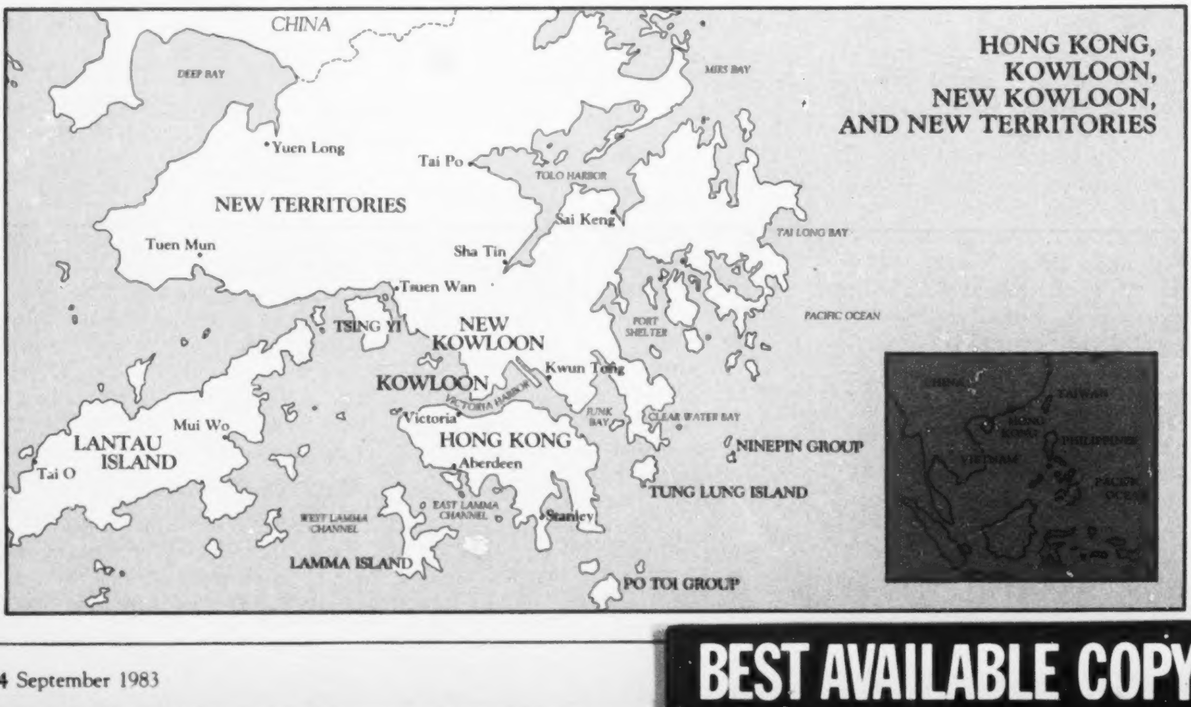
Population Growth

Hong Kong's resident population at the time of the 1981 census was 4,986,560 persons. If people temporarily living abroad were added, the total would be 5.1 million. The Census and Statistics Department of Hong Kong uses the population actually present on census night as the total population.

The average annual population growth rate was 2.8 percent a year between 1976 and 1981. Despite falling fertility, this growth rate was higher than in previous years due to a large influx of immigrants at the end of the 1970s. Nearly 400,000 Chinese immigrants (both legal and illegal) entered the country between 1978 and 1981. Hong Kong also received more than 50,000 Vietnamese boat people in 1979.

Because of the sporadic nature of immigration, the growth rate fluctuates. Between 1971 and 1977, for example, it averaged 1.9 percent per year, while in 1978, 1979, and 1980, it was 3.4 percent, 6.3 percent, and 2.6 percent per year, respectively. In all previous census years, natural increase was the largest component of population growth, accounting for 63 to 87 percent of growth. But from 1976 to 1981, natural increase accounted for only 42 percent of population growth, and net migration was at an all-time high.

Although legal immigrants are demographically similar to Hong Kong's resident populations, illegal immigrants tend to be younger and predominantly male. Thus, one effect of illegal immigration has been to aggravate an already imbalanced sex ratio. Demographers predict that the surplus of males of marriageable age will soon create a "marriage squeeze" of more eligible men than women. The rapid influx of immigrants has also placed additional burdens on housing, education, and health and welfare services. The government has recently passed leg-


HONG KONG,
KOWLOON,
NEW KOWLOON,
AND NEW TERRITORIES
CHINA
DEEP BAY
MIRS BAY
Yuen Long
Tai Po
TOLO HARBOR
NEW TERRITORIES
Sai Keng
TAI LONG BAY
Tuen Mun
Sha Tin
Tsuen Wan
TSING YI
NEW KOWLOON
PORT SHELTER
PACIFIC OCEAN
KOWLOON
Kwun Tong
VICTORIA HARBOR
Victoria
JUNK BAY
CLEAR WATER BAY
HONG KONG
Mui Wo
LANTAU ISLAND
Tai O
Aberdeen
NINEPIN GROUP
TUNG LUNG ISLAND
WEST LAMMA CHANNEL
EAST LAMMA CHANNEL
Stanley
LAMMA ISLAND
PO TOI GROUP
CHINA
TAIWAN
HONG KONG
VIETNAM
PHILIPPINES
PACIFIC OCEAN

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islation to control the level of illegal immigration.

Based on an assumed 44,000 immigrants per year in the future, the Hong Kong Census and Statistics Department projects a population of 6.2 million people in 1991 and 7.1 million by 2001. These projections are also based on expectations of continued low fertility. The total fertility rate, or average number of children per woman in 1981, was 2.3, just above replacement level. Three factors contribute to this low rate — later marriages, fewer women in their childbearing years, and preferences for fewer children.

Hong Kong's baby boom generation of the 1950s and 1960s is reaching childbearing age, and the birth rate is expected to increase somewhat by 1990. The government is trying to counter the anticipated increase by encouraging family planning. Traditional roles for women are fading, and as more opportunities in education and the work force open to women, smaller families are expected.

The death rate in Hong Kong has remained at about 5 deaths per 1,000 population for the last 10 years. Hong Kong shares with Singapore and Taiwan the lowest death rates in Asia.

Regions and Cities

The popular image of Hong Kong as a densely settled island is only partially correct. Hong Kong Island constitutes just 7 percent of the country's total land area. Although the island's density is 15,000 persons per square kilometer, there are more crowded places on the mainland in Kowloon and New Kowloon. The census district of Sham Shui Po (in New Kowloon) housed 165,000 people per square kilometer in 1981 while Mong Kok and Hung Hom in Kowloon registered 161,000 and 120,000 persons per square kilometer. Density for the entire country is about 5,000 persons per square kilometer, and Hong Kong is considered 92 percent urban.

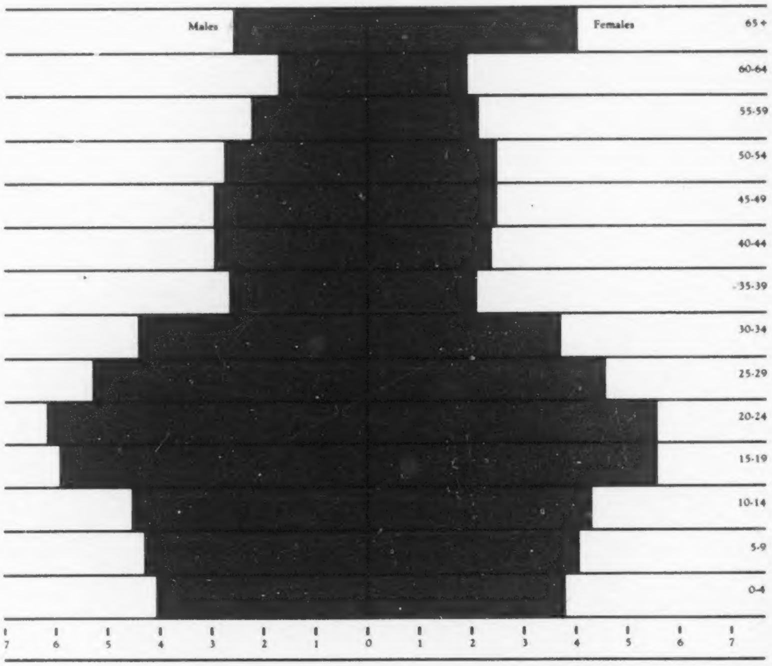
The country is commonly divided into four main areas: Hong Kong Island, Kowloon, New Kowloon, and the New Territories. "Marine" is a separate category which includes the waters adjoining the mainland and islands up to international boundaries. In 1981, about one-quarter of the population lived on Hong Kong Island. Sixteen percent lived in Kowloon, about one-third in New Kowloon, and another one-quarter in the New Territories. Only 1 percent of the population was classified as "marine".

In the 1981 census, the New Territories were divided into 13 census districts and the islands. New towns in the New Territories are considered separate districts. New towns are being developed to alleviate crowding in the largest urban areas. Goals of the New Town program include improving living conditions for the citizens and attracting industry to new areas. They are meant to be self-contained communities, providing housing, schools, jobs, shopping, and recreation. Six new towns currently exist in the New Territories and a seventh is planned.

The largest new towns in 1981 were Tsuen Wan New Town (599,000 people) and Sha Tin New Town (109,000). The other four ranged in size from 40,000 (Tai Po New Town) to 90,000 (Tuen Mun New Town). The most densely settled new town is one of the smallest: Yuen Long New Town has only 51,000 resi-

Population of Hong Kong by Age and Sex: 1981

(in percent)



	Total	*Male*	*Female*
All Ages	4,986,560	2,604,168	2,382,392
0-4	388,683	202,950	185,733
5-9	408,890	212,353	196,537
10-14	439,934	227,062	212,872
15-19	563,925	292,604	271,321
20-24	583,832	307,600	276,232
25-29	483,126	258,905	224,221
30-34	399,069	219,253	179,816
35-39	232,878	132,307	100,571
40-44	250,509	140,808	109,701
45-49	260,548	141,225	119,323
50-54	256,118	136,307	119,811
55-59	212,030	109,476	102,554
60-64	180,209	90,725	89,484
65+	326,809	132,593	194,216

dents, but a density of 32,000 persons per square kilometer.

With government encouragement, the population is slowly shifting away from Hong Kong Island and into the New Territories and new towns. Between 1961 and 1981, the share of the total population living on Hong Kong Island decreased from 32 to 24 percent, while that in New Territories increased from 13 to 26 percent. The proportion of the population living in new towns almost doubled between 1971 and 1981, from 10 percent to 19 percent. The annual average growth rate for new towns was 9 percent in the last decade, compared with 1.3 percent for Hong Kong Island, Kowloon, and New Kowloon.

The 1981 census provides statistics for still smaller areas than districts. Detailed statistics contained in the "Tertiary Planning Unit Tabulations" volumes are useful for business in making site location decisions. Somewhat less detail is available in volumes entitled, "Street Block/Village Cluster Tabulations." Data from these small areas are already being released from the 1981 census, making Hong Kong the producer of some of the most timely small-area data in the world.

Ethnicity and Religion

About 98 percent of Hong Kong's population is Chinese, as determined by language and place of origin. For the Chinese, place of origin refers to their "Heung Ha", or the part of China from which their families originally came. The majority of Chinese in Hong Kong originated from Guangdong Province which is adjacent to the New Territories. Most of the 57 percent of the population born in Hong Kong also originated from Guangdong.

In 1980, there were 132,000 non-Hong Kong residents, of whom 22,000 were British, 14,000 Indian, 12,000 Filipino and 11,000 American.

About 90 percent of the population speaks Cantonese. While different Chinese dialects coexist in Hong Kong, most share the same written form. Official government business is conducted in both Chinese and English. Census data are all available in English.

Buddhism and Taoism are the two main religions. There are only about a half million Christians. Religion is such an integral part of Hong Kong life that nearly every household has an ancestral shrine. With many religious services taking place at home, temples are most often the site of festivals and traditional rites associated with birth, death, and marriage.

Age Distribution

Hong Kong's population is aging rapidly as a result of low fertility and low mortality. In 1981, 6.6 percent of the population was aged 65 and over compared with only 2.8 percent in 1961. Hong Kong still has a younger population than the United States, however. The proportion of Hong Kong residents under age 15 has almost halved since 1961 (from 41 percent to 25 percent) and is now close to that in the U.S.

In 1980, median age in Hong Kong was 25.3 years versus 30 years in the United States. Expectation of life at birth was 72 years for males and 78 years for females in 1980, slightly higher than life expectancy in the U.S. in part because infant mortality is lower in Hong Kong than in the United States.

Projections are that 10 to 11 percent of Hong Kong's population will be aged 65 and over by 2001, depending on future immigration trends. Projections are that the population under age 15 will be about 21 percent by 2001. These figures suggest that greater dependency by the elderly will be offset by a shrinking younger population. In fact, Hong Kong's dependency ratio declined from 774 people under age 15 and over age 64 per 1000 people of working age in 1961 to 457 in 1981, due to smaller proportions of younger persons. The share of the population aged 15 to 64 (i.e. those potentially in the labor force) has grown from 56 percent in 1961 to 69 percent in 1981.

Households and Families

A household in Hong Kong refers to persons sleeping under the same roof and eating together; a family consists of two or more persons related by kinship, marriage, or adoption. The two terms are conceptually different, but in many cases a family also constitutes a household.

There are two broad categories of households: "collective" and "domestic," which correspond roughly to our "group living quarters" and "private households." A person living alone who prepares his or her own meals is also considered a domestic household.

In 1981, there were 1.2 million domestic households containing 4.9 million people, or about 98 percent of the population.

The one-person household is not as common in Hong Kong as in the Western world. In 1981, 15 percent of all Hong Kong households consisted of one person, compared with 23 percent in the United States. The most common type of household is one-family, which constituted 54 percent of all households in 1981. Extended families make up 22 percent of households.

Just as in the U.S., the number of households has grown while average household size has declined — from 4.5 persons per household in 1971 to 3.9 persons in 1981. Households with 6 or more people declined from 35 to 23 percent of all households in the last decade. Those with 2 to 5 people have grown most rapidly, reflecting a move toward single family households with a small number of children. Projections are that the number of households will increase to 2.3 million and that average household size will decline to 3 by 2001.

About 55 percent of Hong Kong's population aged 15 and older was married in 1981. Some 38 percent were never married, 6 percent were widowed, and less than 1 percent divorced. Median age at first marriage was 24 years for women and 27 for men in 1982.

Housing

Given its high population density, housing is an ever-present issue in Hong Kong. Intermittent waves of immigrants and refugees complicate the situation. The Hong Kong Housing Authority was established in 1973 to deal with demands for adequate shelter, and there has been a massive building effort over the last decade. Estimates are that, in 1980, one flat was built every 7.5

minutes of a 12 hour working day, 365 days a year. Today nearly 2 million people or 40 percent of the population live in some form of public or subsidized housing.

There were a total of 1.06 million occupied living quarters in 1981, up from 655,000 in 1971. About one-quarter were on Hong Kong Island, 16 percent on Kowloon, 34 percent in New Kowloon, and 27 percent in the New Territories.

A living quarter is defined as a place occupied exclusively by one household or shared by a limited number of households. Occupants should be able to reach the outside directly but should not have to go outside to move from room to room.

Housing Authority rentals include units with and without private bathrooms. Private housing blocks contain a variety of units ranging from multi-story apartment buildings to composite buildings that combine flats with some commercial space. Forty-seven percent of households lived in private housing blocks in 1981. Only 2 percent of households lived in modern houses, and about 5 percent lived in simple stone structures usually found in villages.

Because nearly 40 percent of households share living quarters with another household, housing is crowded and space-saving furniture and appliances are important.

About one-quarter of all homes are owner-occupied. The Housing Authority is trying to encourage home ownership among low-income households by launching a program which makes units available below market price and with longer-than-average mortgages.

Education

Pressures to achieve are so intense in Hong Kong that 12 and 13-year-old students have been known to kill themselves rather than face failure in school. Competitive exams are given at the end of the ninth and twelfth grades. More than 40 percent of the students wash out on the first exam, and only 5 or 6 percent will pass the second exam to apply for admission to the country's two universities and its polytechnic institute. The University of Hong Kong admitted only 10 percent of all applicants in the fall of 1981.

More than 700 kindergartens provided pre-school education for 214,000 children aged 3 to 5 in 1981. Free and compulsory education is available to children aged 6 to 14 years for 6 years of primary school and 3 years of secondary school. Primary schools enrolled 540,000 students in 1981, and secondary schools enrolled 456,000 students. Although students may leave after age 14, those who complete Form III may finish 2 more years of secondary education and be granted the Hong Kong Certificate of Education. Others may follow technical or vocational courses or go straight into the labor force. Three post-secondary institutions, two universities, and one polytechnic institute had 32,000 full-time students in 1981. The Polytechnic Institute had nearly 18,000 part-time students in 1981.

Hong Kong's population is becoming increasingly educated. In 1981, 43 percent had finished a secondary education, compared with only 22 percent in 1961. Nearly 7 percent of the population had a college degree in 1981 compared with 4 percent in 1961. The proportion with no formal schooling dropped from 28 percent in 1961 to 16 percent in 1981. Those with only a primary education declined from 45 to 34 percent of the population during the two decades. Those with the least education are the older members of society.

Women are less likely than men to be well educated, although the situation is improving. In 1981, 38 percent of women and 48 percent of men had completed a secondary education, whereas in 1971, only 23 percent of women had attained that level. Proportionately fewer women than men hold college degrees: 5 percent versus 8 percent in 1981. Women are most likely to have no formal education. In 1981, one-quarter of women had no schooling versus only 8 percent of men.

Labor Force

It is not unusual for the workday to extend beyond 8 p.m. in Hong Kong, where men averaged a 49-hour workweek in 1980. There are no restrictions on the number of hours men can work, although women and children aged 14 to 17 are limited to 8 hours a day, 6 days a week. Forty percent of women in their 30s work 45 to 54 hours a week. Only 21 percent of men in their 30s work the usual American schedule of between 35 and 44 hours. Forty percent work 45 to 54 hours a week, 20 percent work 55 to 64 hours, and 15 percent work 65 or more hours a week.

Nearly 67 percent of Hong Kong's population aged 15 and over was economically active in 1981. In 1981, 50 percent of women were in the labor force, nearly equal to that in the United States.

Projections are that there will be 2.9 million workers by 1986 and 3.2 million by 1991. The labor force is expected to grow at an average annual rate of 2.5 percent between

Hong Kong's Labor Force: 1981

Occupation	*Total*	*Percent of the total labor force*	*Male*	*Female*
Professional, technical & related workers	154,800	6.2	91,900	62,900
Administrative and managerial workers	80,700	3.2	71,200	9,500
Clerical & related workers	346,900	13.9	170,800	176,100
Sales workers	238,700	9.5	171,700	67,000
Service workers	362,900	14.5	237,900	125,000
Agric., animal husbandry, forestry workers, fishers and hunters	36,700	1.5	22,600	14,100
Production/related workers, transport equipment operators, laborers	1,257,200	50.3	822,300	434,900
Not classifiable by occupation	5,200	0.2	4,200	1,000
Persons seeking first job	18,500	0.7	9,600	8,900
Total	2,501,600	100.0	1,602,200	899,400

Source: Year Book of Labour Statistics, 1982, Geneva, Switzerland: International Labour Office, p. 104.

1981 and 1986, and at 1.8 percent between 1986 and 1991.

Income and Consumption

With a per capita income of US$5,460 in 1981, Hong Kong is second only to Japan in personal wealth among Asian countries. Median household income was HK$2,995 in 1981, up from HK$1,600 in 1971 and HK$2,132 in 1976 (in constant 1981 dollars). Discounting increases in consumer prices, median household income rose by 33 percent from 1971 to 1976 and by 39 percent from 1976 to 1981, a real income growth at annual rates of 5.4 percent and 7.4 percent for those periods.

Average daily wages in manufacturing in 1980 were HK$55 for men and HK$41 for women. In addition to wages, workers in Hong Kong receive a variety of benefits from employers. Rest days, legal holidays, and paid annual leave are often accompanied by subsidized meals or food allowances, attendance bonuses, free medical care, and a New Year's bonus equal to one or more month's pay. Free or subsidized housing and transportation are provided by some larger companies. Census figures on income do not reflect any of these benefits, not even the year-end bonus. This means that disposable income is higher than comparable U.S. incomes would be.

SRG International, Ltd. — a market research firm with offices in Hong Kong and New York among other places — advises that Hong Kong consumers have developed new preferences as they have become more affluent. SRG recommends selling products that stress self-expression, reassurance, and lifestyle associations. SRG cautions, however, that the demographics of the consumer must be kept in mind when products are being marketed. For example, half of "female shopping decision makers" (housewives) are aged 45 or over. Literacy levels are lower among this group and traditional values are slower to change.

Traditional values include the Chinese concepts of hot and cold: certain foods, drink, or behavior create fire or water in the body. Depending on the body's balance of these elements, certain products may be appropriate or inappropriate. Herbal remedies still carry a lot of weight as medicinal cures, and products that stress a natural base are most successful. Certain colors have positive or negative associations: blue and white are for funerals, while red and gold are celebration colors. Some flavors — cheesiness and meaty-fishiness — are disliked. Finally, symbolism in names is important. Brand names with "lucky" or "happy" in the title are well received. The Hong Kong telephone directory lists more than 100 firms with names that begin with "Happy" and over 200 that begin with "Lucky".

Television ownership increased from 60 percent of all homes in 1970 to 95 percent in 1980. Only about 5 percent of homes have two sets. The ownership of color sets has increased rapidly, however, from only 3 percent of homes in 1970 to 76 percent in 1980. In the last decade, the proportion of persons aged 9 and over who usually watch television has grown from 71 to 86 percent.

The two Chinese stations captured over 80 percent of the viewing audience in 1980, while fewer than 10 percent of the households watched the two English stations.

The popularity of television has affected movie attendance. In 1970, 25 percent of the population went to a movie an average of once a week. By 1980, that figure had fallen to 11 percent. The age group with the highest attendance levels are the 15 to 24-year-olds: almost one-quarter had seen a movie in the week prior to the 1980 survey.

Radio was also hit by television's growth. The average daily audience fell from 44 percent of the population in the mid-1960s to 26 percent by 1975. Changes in format, the introduction of FM, and better promotion have recaptured some of the market, and the audience in 1980 was estimated at 48 percent of the population.

There are 97 newspapers in Hong Kong, 69 percent of which are dailies. Fewer than 20 reach more than 2 percent of the population. There are 11 English-language papers, 6 of which are dailies. Estimates for 1980 were that 63 percent of the population read newspapers. About 250 magazines circulate, but estimates are that fewer than 20 reach 2 percent of the population.

A 1980 survey of dining habits reported that 43 percent of the population had visited a Chinese restaurant in the previous week, and 22 percent had eaten at a Western-style restaurant. Restaurant goers tend to be male, aged 20 to 34. About 28 percent of the population aged 9 and over had eaten at a fast-food restaurant in the previous week. It should be no surprise to Americans that McDonald's had the largest share of the market.

Sources

Detailed data from the 1981 census are now available. Publications described below can be ordered from The Government Publications Center, GPO Building, Connaught Place, Hong Kong.

Summary results are available in three forms. *The Hong Kong 1981 Census, Main Report, Volume 1: Analysis* (J334281/18) is a 209-page document that sells for HK$101. It contains an 81-page summary and interpretation of the data, followed by nearly 100 pages of appendix tables and 10 pages defining census terms.

The companion volume, *Hong Kong 1981 Census, Main Report, Volume 2: Tables* (J334281/19) consists of 176 pages of tables and an appendix with a definition of terms. It sells for HK$106.

A briefer version of the Volume 2 report is contained in *Hong Kong 1981 Census, Basic Tables* (J334281/13) which sells for HK$6. A 45-page summary of the most important information, it also contains a glossary with definition of terms. Much of the summary data are also depicted graphically in *Hong Kong 1981 Graphic Guide*, (J334281/16) available for HK$6.50.

Hong Kong Population: A Twenty-Year Projection (J334281/21) sells for HK$24 and *Hong Kong Life Tables* (J334281/20) sells for HK$16. Both were published in November 1982.

The *Street Block/Village Cluster Tabulations* vary in price from HK$56 to HK$85 depending on the area requested. *Tertiary Planning Unit Tabulations* which may be useful for site location sell for HK$42 for Hong Kong Island (J334281/3); HK$48 for Kowloon and New Kowloon (J334281/4); and HK$77 for New Territories (J334281/5).

The Department of Census and Statistics has just published the 1983 edition of "Hong Kong in Figures," a brief fold-out summary available from the Government Printer (100242-866L 2/83).

The Government Information Services Office in Hong Kong publishes a 22-chapter book about life in Hong Kong. The most recent edition, *Hong Kong 1981*, is 307 pages including appendices and index and sells for HK$22. It provides a thorough statistical and pictorial account of the country. It can also be ordered through the Government Publications Center listed above.

SRG International conducts annual consumer surveys in Hong Kong, does customized survey research, and compiles a Media Index that includes demographic and marketing information not found in the census. The results of the 1980 survey are available in the 1982 publication, *The Markets of Asia/Pacific — Hong Kong and Macau*, available for $75 from SRG International, Ltd., 80 East 11th Street, Suite 408, New York, NY 10003. Jerry Stafford is the director of SRG's U.S. operations. He can be reached at (212) 260-6500.

The U.S. Census Bureau's specialist on Hong Kong is Peter Way, International Demographic Data Research Center, U.S. Bureau of the Census, Washington, DC 20233. •

—Daphne Spain

Daphne Spain is International Demographics' Washington Correspondent.

ATW / *cont. from p. 2*

The Overseas Military Market

Besides foreign nationals, U.S. markets overseas include American expatriots and nearly one million active duty military personnel. An article in the Summer 1983 issue of *Interservice, The Journal of the American Logistics Association*, describes the demographics of the U.S. military market, but also includes one table on overseas personnel.

The largest number of active duty personnel are in Western and Southern Europe, but West Germany has by far the biggest share — 256,000 of the 356,000 stationed in Europe. The next largest number is in the United Kingdom — 26,000. Italy has 13,000; Spain, 9,000; and Turkey, 5,000. There are about 33,000 personnel afloat in the Southern and Western European areas.

Of the nearly 232,000 personnel stationed in U.S. territories, more than 50 percent are afloat. There are about 139,000 personnel in East Asia and the Pacific including 51,000 in Japan.

There are about 16,000 personnel stationed in Africa, Near East and South Asia and another 16,000 in the Western Hemisphere.

For a single copy of *Interservice*, send $4.00 to American Logistics Association, 1133 Fifteenth St., Washington, DC 20005.

Conferences

Proposals are being accepted for presentations on education research at the 10th Annual Third World Conference that will be held in Chicago, March 28-31, 1984. Deadline for proposals is Nov. 4, 1983. Contact Prof. Roger K. Oden, Box 53110, Chicago, IL 60653; telephone (312) 534-5000 ext. 2429 or 2548.

Advertising / *cont. from p. 3*

fice, even if the firm decentralizes most of its advertising decisions.

First, many of the major international marketing and advertising decisions, especially budget, are made in the home office. Therefore, it is important that the international advertising manager receive relatively uniform information on individual foreign markets or subsidiaries. Such comparable data permit the home office to spot differences that are developing in image or awareness among key markets — a change that may not be apparent at the subsidiary level.

The same point applies to research designed to assist in developing a theme or campaign for multimarket use.

Perhaps the best summation of the overall value of standardization in research efforts is offered by Anna Maria Sarmento, a Marplan Research, Inc., executive, who says:

"The use of standard approaches can save time and money internationally, particularly at the design stages and the data-processing phases. And, where absolute uniformity internationally is essential, it can be obtained only by strictly standard approaches in the field.

"Standardization also simplifies life for the users of research — it allows for direct comparison of results from different countries — while it provides the user with greater confidence in using research findings based on those standard approaches."

Sarmento cautions however, "Standardization should not be pursued for the sake of standardization and local differences must be taken into account to help reflect marketing, cultural, and environmental differences." •

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Copies may be ordered for $40 plus shipping and handling from Allyn and Bacon, Inc., Link Drive, Rockleigh, N.J. 07647; telephone toll free 1-800-626-4799.

Sources / *cont. from p. 12*

within the region. This is a useful collection with timely material for researchers and investors.

All publications mentioned here can be obtained directly from ECWA. Complimentary copies of most studies are available for researchers. Write Population Division, ECWA, Saadoun Street, P.O. Box 27, Baghdad, Iraq.

A liaison officer at the United Nations headquarters in New York may be consulted about prices of various publications. The ECWA desk telephone number is (212) 754-5228. •

—Joseph A. Kechichian

Mr. Kechichian is a doctoral candidate in foreign affairs at the University of Virginia.

Publications

The Hidden Sun: Women of Modern Japan by Dorothy Robins-Mowry, 1983, Boulder, Colorado: Westview Press, 394 pp. inc. index and appendices, $32.50 hardcover; $13.95 paper.

In Japan, the percentage of women employed in farm and family enterprises dropped from 52 percent of the female labor force in 1955 to 27 percent in 1980. At the same time, the proportion employed by industry doubled from 31 percent to 61 percent.

As in the United States, the ability of women to control conception has dramatically affected their status. But even in this area, the cultural differences in the two countries are evident.

"Japanese women's deftness at artificial birth control is demonstrated in the drop in the birthrate in a single year, from 1965 to 1966, of almost one-third. Incentive came from the Confucian calendar, for 1966 was the Year of the Fiery Horse, which occurs every 60 years. Superstition holds that girl babies born in such a year may possibly kill their husbands; hence they grow up to become poor marriage prospects. An amusing sociological footnote reveals that some intellectuals, by comparison, decided that 1966 was an ideal year to have a baby: Competition in 1984 university examinations would be much less severe!"

Increased participation of women is not the only trend affecting Japan's labor force, according to author Dorothy Robins-Mowry, a foreign service officer in the U.S. Information Agency who served as women's activities officer in Tokyo.

"Changes in age, marital status, and length of service make up the second set of variants in the profile of modern Japanese working women. The average age of women workers has risen from 23.8 years in 1949, to 29.8 in 1970, to 34.9 years in 1980. Mirroring the lowered birth rate and surge of boys and girls toward more education, the number of junior and senior high school graduates seeking employment continues to fall. The percentage of girls aged 15 to 19 who work dropped from slightly more than 50 percent in 1955 to less than 20 percent in 1980. The drastic decline in the number of junior high graduates seeking employment prompted industries and the media to label them 'golden eggs.'"

There has also been an increase in length of service with one employer and a rise in working women who are married, from only 8 percent of employed, nonagricultural working women in 1952 to 67 percent in 1979.

Despite these gains, women in Japan still sometimes find it difficult to use their education. Many companies prefer to hire girls with only a high school education, and because marriage is still considered the norm, most employers assume that women will work only a few years and then will leave for marriage.

In addition to describing the economic and educational lives of modern women in Japan, Robins-Mowry talks about the generation gaps among the grandmothers, middle-aged women, and young women in Japan, and the family and leisure lifestyles of these women.

Women in Japan are assuming a more individualistic lifestyle than ever before, Robins-Mowry says.

"Like women in most nations, they are a majority 'minority.' They have the basic constitutional and legal rights to make of themselves what they will."

Worldwatch Paper 54, by Judith Jacobsen, June, 1983, Washington, DC: Worldwatch Institute, $2.

If you were offered a piglet in exchange for agreeing not to have a baby, would you take it? You might if you were a woman in Indonesia where this option is available. Women share in the profits when the pig is sold.

This is only one of the many incentive-oriented family planning programs being offered in developing countries. The Third World is in dire need of population control and governments are willing to offer all sorts of benefits to couples who keep their family size down. China's "Only Child Glory Certificates" are a well-known example, providing preferred education and employment opportunities, free health care, and outright cash to families with only children.

Disincentives are another approach, but they are not always successful. Punishing people for having large families, it seems, is not the way to their hearts. However, not all disincentive programs are negative. Singapore has a reasonable and comprehensive two-child promotion program. Families with three or more children are given lower priority in housing, education, and maternity fees, and lower tax deductions.

Order *Worldwatch Paper 54* from 1776 Massachusetts Ave., N.W., Washington, DC 20036; telephone (202) 452-1999.

Country Experts in the Federal Government, 1982, Washington, DC: Washington Researchers, 50 pp., $40.

One of the great frustrations in international research is knowing that someone in Washington should be able to answer a question about a specific country, but not knowing who to call. *Country Experts in the Federal Government* tries to respond to that need.

From Afghanistan to Zimbabwe, Washington Researchers lists the name, department, and telephone number of at least one federal government expert for 195 countries. Embassy addresses and telephone numbers are also provided.

As with any directory that appears on an annual basis, this one is sometimes out of date, but as the introduction advises, if you find that the person listed is no longer at the number in the directory, "assume that his or her successor can help you."

Order from Washington Researchers, 918 Sixteenth St., N.W., Washington, DC 20006; telephone (202) 833-2230.

The Female Factor: Women in Western Europe by Shari Steiner, 1983, Chicago: The Intercultural Press, Inc., 328 pp., $11.95/paper.

The changing roles of women are affecting cultures everywhere, so it is not unusual that someone would decide to write a book about the behavior of Western European women in their "offices, supermarkets, and homes" to help us understand exactly "how and why women's lives in various societies differ profoundly."

The women in this book are described by their countries — England, France, Italy, West Germany, and Scandinavia. Here are found career women, matriarchs, lovers, homemakers, Brunhilds, and Pippi Longstockings. No matter what they are called, in what country, the descriptions of their lifestyles at work and home, with their children and their spouses or lovers, provides a backdrop of understanding of their attitudes and responses as consumers. Not surprisingly, much of what is written about the women also tells the reader a great deal about the children and the men in each of these countries.

Steiner writes, for example, that women in England seem to remain single primarily from choice.

"Their routine of living is simple. Single women find other women to share housing. They go for outings and develop cultural interests. 'I've got my own way of doing things, and I don't want to change it for anybody,' they insist with eccentric pride. When they take time to reflect, however, they are often bitter about their lot in society. A secretary in suburban Finchley complained about 'the amount of money they take from my pay check. Old-age benefits are something else, of course. But why should we have to pay for schools and school lunches and child medicine and child dentistry and youth clubs and all the rest? We didn't burden society with any children. Why do they put the tax burden on us?'"

While singleness is accepted among English women, German women are much more likely to be involved with home and children, according to Steiner. A liberated woman may have a lover, but she will probably also have a spouse.

German women take care of their health and exercise on a regular basis, often with other family members. Relaxation is usually in groups.

Beer halls in southern Germany which are famous for their congenial atmosphere differ markedly from the pubs of England or the cocktail lounges of the United States.

"First of all, they are family-oriented. The wife accompanies her husband, and they are usually joined by several other couples. On weekends, they sometimes take their children, who are welcomed with big mugs of nonalcoholic beverages," Steiner observes.

But lest the German woman be portrayed as only interested in family, Steiner points out that German women also pursue culture, often attending opera, a concert, or the theater rather than going to the movies.

Germans like living in single-family units and consider their homes their castles.

"The most desirable home includes a surrounding yard where people are more inclined to exercise and sunbathe than to garden. The single-family home is evident throughout all German-speaking countries. Mammoth cities like Frankfurt and Hamburg, with their towering office building central sections are as house-oriented as Los Angeles," Steiner writes.

Changes in the Structure of the Retail Trade in Europe by the Commission of the European Communities, 1982, Luxembourg: Office for Official Publications of the European Communities, 48 pp., $6.50. Order from European Community Information Service, 2100 M St. N.W., Suite 707, Washington, DC 20037; telephone (202) 862-9500.

In Europe, "High Street" is the equivalent of the U.S. "Main Street" and just as people here worry about what the development of large suburban shopping centers has done to Main Street retailers, so Europeans cope with the same concerns about High Street.

This report describes the actions being taken in Europe to respond to changes in retail trade. Chapter II provides a detailed description of the different types of shopping areas now prevalent in Europe.

For example, supermarkets have different definitions depending on the country in which they are located. In the United Kingdom, a supermarket is a "large-scale, self-service shop". In Belgium, France, Italy and Luxembourg, "it means a retail store, constituting an independent establishment or a separate department within an establishment. It sells the whole range of foodstuffs on the self-service principle and also has a non-food section. Floor space is between 400 and 2,500 square meters. Customers normally pay for all their shopping at tills near the exit."

In Denmark, a market is not a supermarket unless it has a special department where fresh meat is prepared and wrapped under the supervision of a professional butcher.

The definition of large-scale retailing receives similar country-by-country treatment as do superstores and hypermarkets, car parks and traffic problems in general.

Financing and legal aspects are also briefly covered as are plans for supplying rural areas with adequate retail shopping. In France, for example, local mini-markets are appearing in municipalities with populations between 500 and 1,000 people.

"This store, with a floor space of 80 to 300 square meters, also operates on a self-service basis and stays open for part of Sunday morning. In France, two-thirds of the clientele live in town and have cars. This is the typical rural neighborhood store. Less fruit and vegetables are sold than in urban areas. The owner or manager should preferably be a professional butcher. The non-food section is the hardest to run and is often overstocked. Profitability per square meter in France must be around 12,000 French francs." •

Sources

Economic Commission for Western Asia

In the spirit of decentralizing some of the planning and programs of the Economic and Social Council (ECOSOC), the United Nations has established several regional commissions including the Economic Commission for Europe (ECE-1947), the Economic Commission for Asia and the Far East (ECAFE-1947), the Economic Commission for Latin America (ECLA-1948), and the Economic Commission for Africa (ECA-1958).

For many years several United Nations proposals for a Middle East Commission fell prey to the Arab-Israeli conflict. The United Nations Economic and Social Office in Beirut (UNESOB) was finally established in 1963 as a small working alternative "to assist in the implementation of the United Nations' resolutions aimed at fostering economic growth and social development."

UNESOB was effectively superseded in 1974 by the Economic Commission for Western Asia (ECWA). Until 1976, ECWA maintained its Secretariat in Beirut, Lebanon. Hostilities in that country, however, adversely affected the work of the organization so it temporarily relocated its headquarters to Amman, Jordan in 1977. New permanent headquarters were established in Baghdad, Iraq in 1982. ECWA consists of 12 member states.

Member States of the Economic Commission for Western Asia (ECWA)

Bahrain
Iraq
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
Syrian Arab Republic
United Arab Emirates
Peoples Democratic Republic of Yemen
Republic of Yemen

The commission promotes cooperation within the region in a variety of areas, notably regional integration, rural development, food security, the transfer and development of technology, and the collection of statistical materials. ECWA's activities include industrial and commercial development planning for member countries as well as conducting demographic and related socio-economic studies which are widely circulated.

Statistics on Arab populations are available to researchers and training institutions through ECWA's Population Division.

Publications

A number of publications are released each year by ECWA, generally in English. Of particular interest is the *Population Bulletin of ECWA*, a refereed journal published in June and December. It is concerned with population and related issues in Arab countries and theoretical and methodological subjects of relevance to population training in the Arab world.

Each issue of the Bulletin usually consists of five papers with sections on book reviews and other announcements and is available free to researchers and specialized institutions. Most demographic studies published in the Bulletin carry useful statistical tables often unavailable elsewhere.

Among recent ECWA publications, the two-volume *Bibliography of Population Literature in the Arab World* (1980), is a goldmine of scholarly sources on subjects ranging from population growth to fertility and mortality studies.

A series, *The Population Situation in the Arab Region*, consists of 12 parts, each covering a member country and including a map, several tables, and age-sex pyramid. A list of statistical documents and organizations as well as a select reference section is also included.

The latest situation papers were published in 1980 and 1981, and ideally must be used in conjunction with the updated figures in *Demographic and Related Socio-Economic Data Sheets for Countries of the Economic Commission for Western Asia, No. 3, May 1982*. The statistics contained in the data sheets are believed to constitute the most reliable set of figures available for ECWA countries. Data obtained from "population censuses, demographic and multi-purpose surveys, current statistics and other national sources" are analyzed and adjusted by the staff of the Population Division.

Another volume dealing with research on Arab population questions is *Population and Development in the Middle East* (1982), which consists of 21 papers presented at 2 regional conferences in 1978 and 1979. The papers fall into five categories including basic issues, vital rates, international migration, internal migration, urbanization and population distribution, and population policies. In light of the rapid pace of economic growth in certain countries of the region and relatively little growth in others, the valuable research in this work aids in understanding of the relationship between population and development in ECWA countries.

The proceedings of the 1981 Nicosia, Cyprus, ECWA Population Conference on International Migration in the Arab World (1982) are published in two volumes and consist of 35 papers. Particular attention is devoted to trends and patterns of migration in the Arab world with papers on migration by force, the draining of Arab professionals, legal aspects of migration, remittances from workers abroad, and the socio-economic consequences of migration

continued on p. 9

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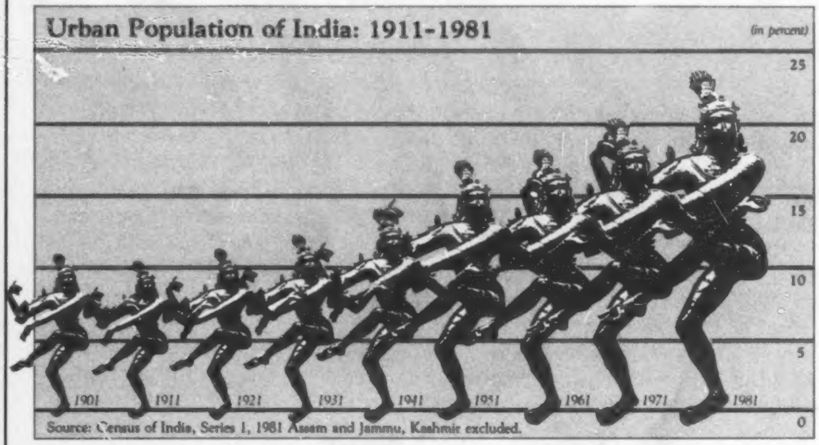
Urban Population of India: 1911-1981

Source: Census of India, Series 1, 1981 Assam and Jammu, Kashmir excluded.

Carol Terrizzi

Country Profile
Republic of India

India is a country of contradictions. It is one of only two nations in the world ruled by a woman, yet 75 percent of Indian women are illiterate. India was the first nation to adopt an official policy on family planning (in the 1950s), but today its population is growing almost unchecked.

In a nation that has built nuclear power plants and launched satellites, businessmen still use astrology to help plan major projects. A firm of "astrological computerized consultants" helps industrialists make long-term forecasts that would be impossible to figure by hand.

The 1981 Census of Population and Housing is being processed by computer, but to get the data, enumerators had to dodge tigers and bears and track down tree-dwelling tribesmen in the northeast jungles.

Part of India's contradictory nature is inevitable because of its sheer size. As the second largest country in the world, its population includes vast numbers of the very poor and the very wealthy. India is trying to develop the image of a "rich poor country" — one still in the process of transformation and gaining economic strength. Prime Minister Indira Ghandi has encouraged entrepreneurship and limited foreign investment in selected sectors of the economy.

India is rich in data. The nation has had a census every 10 years since 1881; and the 1981 census is the fourth after independence was gained from Great Britain in 1947. With only a few exceptions, the entire country was counted between February 9 and 28, 1981. The reference date is March 1, but in the northern state of Jammu and Kashmir, heavy snow delayed data collection until April and May. Data collection in Assam has been delayed indefinitely because of political strife over illegal immigration from Bangladesh. Provisional totals for the country include estimates for these states.

Despite these difficulties, the Indian census is considered to be fairly accurate.

Population Growth

India's population is larger than the combined total of the Soviet Union, the United States, and Indonesia, the world's third, fourth, and fifth largest countries. Provisional totals from India's census showed 684 million persons, about 1[illegible] million over official projections.

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COUNTRY PROFILE INDIA

Around the World

Myths and Facts

As related by Munir Benjenk, vice president for external affairs at The World Bank:

Myth: Developing countries have penetrated developed countries' markets to such an extent that domestic industries are being hurt.

Fact: The share of markets of the industrial nations accounted for by Third World products is still only 3.4 percent.

Myth: Bilateral aid is more effective than multilateral aid.

Fact: Despite claims that bilateral aid helps the world's poorest peoples, the fact is that at least 60 percent of bilateral aid goes to the middle-income nations.

Myth: There is a generalized Third World debt crisis.

Fact: Sixty percent of the total Third World debt is held by only 8 nations.

Benjenk spoke to the Diplomatic and Commonwealth Writers Association of Britain in London earlier this year.

Management Training Needed In Developing Countries

Government service in developing countries is expanding rapidly, but native technical and professional personnel are often in short supply.

World Development Report 1983, the recently released annual report of The World Bank, attributes the rapid growth of government service to several factors: the demand for schools, the desire of governments to increase representation of different tribes and ethnic groups, and high unemployment.

In order to combat the shortage of skilled personnel, developing countries use technical assistance funds to hire expatriates and to train natives overseas, but these measures do not help the flow of funds to the local economy. Engineers, managers, accountants, economists, and doctors are in shortest supply, according to The World Bank.

Even when trained personnel are available, they may be lured away by private sector salaries or better opportunities in other countries, a condition often referred to as "brain drain." (See this month's feature for more on the subject.)

The *Report* outlines successful steps some countries have taken to train more professionals and keep those they have.

In 1979, for example, the Sri Lankan government started a program to encourage professionals to stay or return home by revising its pension system, easing exchange controls, and letting retired senior staff return at high levels of government service.

Developed countries emphasize training in both public administration and corporate management far more than do developing countries:

"The U.S. and Japanese governments, for instance, offer training opportunities to nearly a quarter of their employees each year. All IBM managers get at least 40 hours of mandatory training a year, and Siemens and Unilever annually spend the equivalent of 5 percent of their payrolls on training. By contrast, most developing countries spend much less. In Malaysia, only 4 percent of federal and state employees received some form of training in 1978. In India, only one senior civil servant in five is likely to have some in-service training during his entire career; in Turkey only one in seven has received any instruction in public administration."

Those courses that are offered frequently focus on pre-entry and post-entry training for upper-level administrators, neglecting the training of lower-level staff entirely, according to the Bank report.

The Bank recommends planning and field-testing training programs, better use of existing training facilities such as national Institutes of Management, stronger links between training and career development, and more international cooperation on training.

The 214-page report also includes chapters on the recession, the outlook for developing countries, statistical tables,and maps.

The *World Development Report 1983* is available in English at $8 for paper or $20 for hardcover from World Bank Publications, P. O. Box 37525, Washington, DC 20013 or 66 Avenue d'Iena, 75116 Paris, France.

Malay Markets

While other Asian nations are trying to reduce their populations, the Malaysian financial newspaper, *Business Times*, found that Malaysian Prime Minister Mahathir bin Mohamad has other ideas.

He suggests that Malaysia needs a population of at least 70 million — about five times its present population — because its industries will benefit from a strong domestic consumer market. He says that a large domestic market is particularly important in an increasingly protectionist world and that 70 million people will have no problem living in Malaysia, if they are productive.

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Why Migration Affects the International Business Climate

A Sri Lankan girl boarding a plane in Colombo knows that, as a housemaid in the oil-rich Gulf states, she can earn 20 times as much as at home. The attraction is almost irresistible.

When this is repeated hundreds of times a day all over the world, it cannot help but affect the business climate in both the sending and receiving countries.

Migration can affect the business climate in a country in several ways. On the one hand, heavy out-migration usually reflects an unstable political or economic situation. Even before the devaluation of the peso, some foreign risk analysts had noted that many blue collar workers were leaving Mexico. On the other hand, if substantial numbers of emigrants find employment elsewhere but remit a large part of their earnings to their families in the home country, emigration may actually bolster a country's economy and raise the standard of living for the emigrants' families — at least temporarily.

According to the United Nations, workers send money home in considerable quantities.

"Around 80 percent of the 'export income' of countries like Egypt and Pakistan comes from the pay packets of migrant workers. And in Yemen and Jordan, their earnings are practically the only source of foreign exchange. Indeed, some governments insist that their workers overseas send money back: the Philippines, for example, requires construction workers to send back 70 percent of their earnings," according to Paul Stalker writing for the United Nations Fund for Population Activities in a recent report to the media.

Leon Bouvier, Senior Research Associate at the Population Reference Bureau in Washington, D.C., told a United Nations meeting that there are three types of migration:

—Internal migration
—Regional migration
—International migration

In the case of internal migration, as Bouvier describes it, "Rural inhabitants who are barely eking out an existence on a decreasing amount of land head for the nation's primary city to try to secure employment."

Bouvier says that too often, these people, who had such hopes for their futures, "end up living in conditions far worse than those at their original homes, with no jobs and often no food or shelter. The barrios and shantytowns that surround the large cities of the Third World countries are vivid testimony of too many people seeking too few jobs."

A parallel development is regional migration. Some countries in the Third World are better off than their neighbors, and these countries are seen as havens of employment and financial gain. Bouvier offers these examples:

"In Kuwait, some three-quarters of the residents are immigrants — temporary residents who are not citizens. In Venezuela and Nigeria, illegal immigrants have swarmed from nearby nations such as Colombia and Ghana. What happens when the economic bubble bursts and there is no longer any need for foreign workers or even enough for a country's own citizens? Nigeria has provided us with one answer. It may be repeated again and again in the future in other parts of the world."

The reasons for regional migration are almost always linked to economics. They may occur because of overcrowding within the home country, because of educational opportunities in the host country, or because employment is available in the home country, but the pay for the same job is higher in a nearby country.

In countries where there has been modernization in some sectors without parallel development in others, people who have an education may leave in order to find jobs that can use their skills.

In a new book, *International Migration Within Latin America and The Caribbean: An Overview*,* Sergio Diaz Briquets gives the example of Uruguay.

"The Uruguayan economic structure is not sufficiently differentiated to absorb the large number of professionals and technicians produced by the country's educational system," he says. Therefore, educated Uruguayans tend to leave the country in search of more challenging jobs.

International migration occurs when residents of developing countries move to more industrialized countries, nearly always for economic reasons, but sometimes for political or religious ones.

Countries such as the United States worry about immigration from regions such as Latin America. Great Britain faces that kind of population pressure from some of the other Commonwealth countries.

Kingsley Davis, an advocate of zero population growth, former president of the Population Association of America, and a senior research fellow at Stanford University's Hoover Institution, comments, "It is little wonder that throughout the Third World millions are seeking to migrate to advanced countries. Many succeed, creating ethnic minorities competing for jobs with the poorest of the native workers, overloading schools, welfare agencies, and health facilities."

Davis calculates that if the 38 poorest countries of the world were to achieve zero population growth

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**1983, published by Center for Migration Studies, Staten Island, N.Y.*

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India/*continued from p. 1*

In the last decade, the population increased by 25 percent — 136 million people — about the same amount of growth experienced between 1961 and 1971. If the current annual growth rate of 2.1 percent continues, the population will double in 33 years. The enormity of such growth is difficult to grasp. It means a net addition of 41,000 people each day, or 28 Indians every minute. In 10 years, India gained more people than currently live in Brazil.

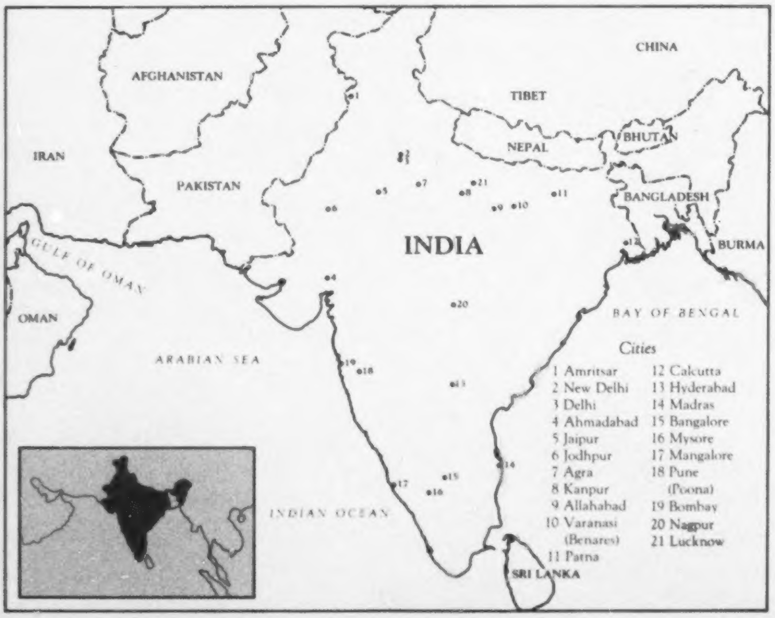
The 1981 birth rate was estimated at 33 births per 1,000 population, a significant decline from the rate of 41 recorded in 1971. The road to that decline has been rocky, however. The government's forced sterilization program in the 1970s was so unpopular, it is generally credited with costing Ghandi her office.

After Ghandi's defeat in 1977, the number of sterilizations dropped precipitously. The Janata government stressed "sexual self-control" as the best means of birth control, and sterilizations dropped to 400,000 from a reported 11 million in two years in the mid-1970s. Other means of birth control also suffered. Insertion of IUD's dropped by 60 percent and there was an 18 percent decline in the use of other forms of contraception. Current estimates are that only 23 percent of married couples practice contraception.

The death rate is 15 deaths per 1,000 population, relatively high by Asian standards. The infant mortality rate is a very high 122 deaths per 1,000 live births. The high infant death rate makes it difficult to persuade parents of the need for limiting the number of children. In societies where many children do not survive to adulthood, the birth of many ensures survival of a few.

Migration into or out of India is too small to affect the country's growth rate. Although Indians who migrate to Great Britain are highly visible, their numbers are insignificant compared to the country's growth of 13 to 14 million persons a year. Estimates are that only about 1.5 million Indians lived abroad in 1981. Migration of non-Indians into Assam outweighs any losses incurred by Indians leaving for other countries.

Estimates from the Population Reference Bureau are that the mid-1983 population of India is 730 million; projections are that the population will equal 966 million by the year 2000. At its current rate of growth, India's population may soon catch up with China's. Projections for 2020 put India's population at 1.2 billion, China's at 1.4 billion.



Regions and Cities

India's urban population increased from 20 percent of the total to 24 percent in the last decade. The 1981 estimate of 156 million urbanized people is probably low and may be revised upward when the final totals for Assam and Jammu and Kashmir are included. Since 1961, urban areas have been defined as "all places with a municipality, corporation, cantonment board or notified town area committee," and all other places that have a minimum population of 5,000, at least 75 percent of the male labor force in non-agricultural occupations, and a population density of at least 400 persons per square kilometer (1,000 persons per square mile).

Preliminary statistics from the census classify urban areas into six categories, ranging from places with 100,000 or more population (Class I) to places with fewer than 5,000 persons (Class VI). In 1981, there were 216 urban agglomerations in the Class I category and they accounted for 60 percent of the urban population. The 230 places with fewer than 5,000 people accounted for one-half percent of the urban population. The approximately 1,000 places in Class IV (population 10,000 to 19,999) accounted for 10 pecent of the urban population.

There was a rural population of 502 million in 1981, which grew 19 percent over the decade. About three-quarters live in 600,000 villages of fewer than 1,000 people each. Most villages consist of clusters of houses surrounded by farmland. Because there are so many people so widely scattered across the country, it is difficult for the government to develop roads, schools, health services, and water supplies. One-third of all villages have no water or electricity.

The growth rate for urban areas was 46 percent between 1971 and 1981, almost twice the rate of total population growth. Until recently, that growth occurred mainly through natural increase. Rural-to-urban migration has not been as great in India as in Latin American countries.

Some analysts speculate that language plays a role in limiting interstate and interregional migration.

India has over 1,000 dialects, and rural peasants are reluctant to travel to a new place with a different language. Ties to the land and the extended family have also helped keep people in the countryside.

But recent spurts of growth, especially for the largest cities, suggest that things may be changing. As men find work in the city, they send for their wives and children, and also for relatives and village members in what amounts to a "chain migration."

Bombay has become a magnet for the rural poor. The richest city in India, it has been called "New York, Hollywood, and Houston rolled into one." Bombay pays one-third of the nation's income and business taxes. The city grew by 38 pecent in the last decade, and millions of poverty-stricken migrants have placed severe strains on its housing and public services.

Journalistic accounts report that newspaper vendors in New Delhi come from the Salem district of Tamil Nadu over 1,000 miles away; construction workers come from the states of Rajasthan and Orissa; bicycle rickshaw pedalers are newcomers from Andhra Pradesh. The migrants come for jobs, and in the process create communities of language and custom similar to the villages they left. New Delhi grew by 57 percent during the decade, but was still outstripped by the 76 percent growth rate of Bangalore, an industrial city and popular retirement center in south central India.

Kerala and Punjab are two of India's most important states. Kerala, on the southern tip of India, is unique in that its birth rate of 25 per 1,000 is well below the national average. Family planning continued to prosper there throughout the 1970s and 40 percent of couples practice contraception. Hundreds of health centers have helped reduce infant mortality far below the national level. Literacy is also highest in Kerala for both men and women. These special circumstances are attributed to an enlightened maharajah in Kerala's history and a higher status for women.

Punjab is known as a wealthy and productive state with many small industries and an atmosphere that encourages entrepreneurs. Its people are action-oriented and its businessmen have a great deal of influence in political circles. The place to go to accomplish business is Punjab, our Indian sources say.

Ethnicity and Religion

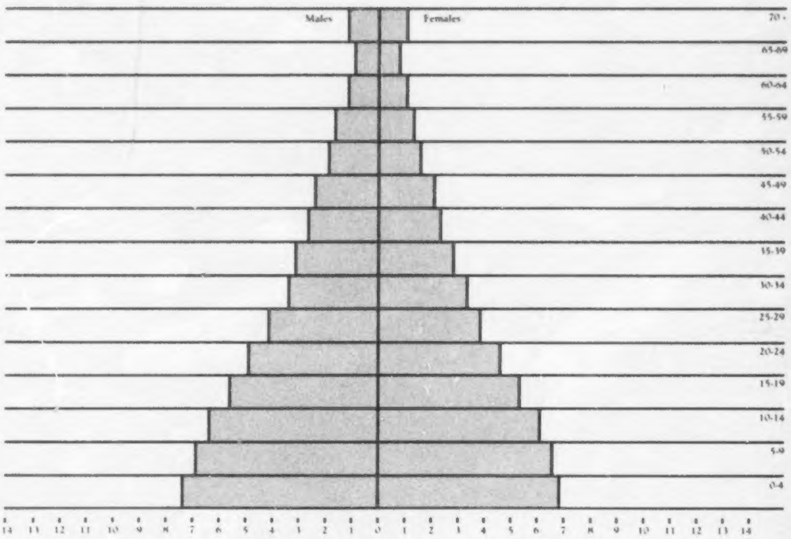
Because it is impossible to even begin to understand the ethnic and religious diversity of India in such a short space, only the barest outlines will be sketched here.

The two major ethno-linguistic groups are the Indo-Aryan speakers in the northern part of the country who comprise 72 percent of the population, and the Dravidian speakers in the southern states who account for 25 percent of the population. The remaining 3 percent are divided among tribal groups speaking a variety of languages.

The major language in the north is Hindi. Hindus speak Hindi. Moslems speak Urdu, a version of Hindi with many Arabic and Persian words. Hindustani is the most commonly-used version of Hindi, one that crosses ethnic and social bar-

Population of India by Age and Sex: 1980*

(in percent)



Age	*Total*	*Male*	*Female*
All ages	663,596,000	343,328,000	320,268,000
0-4	93,075,000	47,757,000	45,318,000
5-9	88,041,000	45,285,000	42,756,000
10-14	81,540,000	41,955,000	39,585,000
15-19	71,943,000	37,354,000	34,589,000
20-24	60,723,000	31,483,000	29,240,000
25-29	50,486,000	25,921,000	24,565,000
30-34	43,145,000	22,007,000	21,138,000
35-39	37,511,000	19,192,000	18,319,000
40-44	32,484,000	16,823,000	15,661,000
45-49	27,626,000	14,591,000	13,035,000
50-54	22,629,000	12,188,000	10,441,000
55-59	18,011,000	9,716,000	8,295,000
60-64	13,620,000	7,279,000	6,341,000
65-69	9,728,000	5,116,000	4,612,000
70+	13,034,000	6,661,000	6,373,000

**The 1981 age-sex distribution from the Indian census has not yet been released.*

This table is taken from the United Nations 1981 Demographic Yearbook, *Table 7.*

riers. One reason is that it is the language used in the movies, and films in India perform the function that television does here — they are the great equalizer.

Altogether there are more than 1,000 Indian languages and dialects. There is a push to adopt English as the only official language (there are now 16), but only 15 to 20 million people speak English. About 30 percent speak Hindi.

The major religions are Hindu (83 percent) and Muslim (11 percent). Significant minorities are Christians (3 percent), Sikhs (2 percent) and about 1 percent each for Jains, Buddhists, and Parsis. Muslims are concentrated in the northern states, while Christians are found in the highest proportions in Mizoram and Nagaland, in the east.

The caste system, which is now illegal under the constitution, combines with language and religion to form social distinctions among both Hindus and Muslims. In theory, it divides Hindu society into four categories: Brahmans (priests and scholars); Kshatriyas (warriors and rulers); Vaisyas (traders and moneylenders); and Sudras (artisans and untouchables). Caste, which is still commonly recognized in rural areas, is a combination of rituals and social and economic roles shared by a kin group. Its importance is diminishing as India urbanizes.

Mohandas Ghandi first began the campaign 50 years ago to remove the stigma from untouchables. A recent Hindu revival movement to lessen the stigma was sparked by a wave of conversions to Islam by communities of Hindu untouchables.

Age Distribution

Census data on age have not yet been released. There is no vital registration system and most Indians do not know the year in which they were born, so statistics on age are difficult to collect and are prone to error. Census takers are instructed to carry a prepared list of historic local events such as a flood or drought or the marriage of a local official, to help respondents pinpoint their date of birth.

Estimates are that nearly 40 percent of the population was under age 15 in 1980. India's median age in 1980 was 19.5 years compared with 30 in the U.S., and only 3 percent of the population was age 65 and over compared with 11 percent in the United States.

India is one of the few countries in the world where men outnumber women. This has been true since the first census was taken in the 19th century. Although differences have narrowed slightly, there were still 23 million more men than women in the 1981 census.The discrepancy is attributed to the lower status of women, starting with neglect in childhood and aggravated by high maternal mortality. Unlike most other countries, Indian women have a lower life expectancy than men: 53 versus 54 years. Kerala is the only state where women outnumber men.

Projections are that the proportion of the population under age 15 will drop to 32 percent by 2000, and that the proportion age 65 and over will rise only slightly to 4 percent. The population of India will remain young for the forseeable future.

Urban Agglomerations of 1 Million or More, 1971 and 1981

City	*Population Size (in 000s)*		*Percent Increase*
	1971	*1981*	*1971-81*
Calcutta	7,031	9,166	30.4
Greater Bombay	5,970	8,227	37.8
Delhi	3,647	5,714	56.7
Madras	3,170	4,277	34.9
Bangalore	1,654	2,914	76.2
Hyderabad	1,796	2,528	40.8
Ahmadabad	1,742	2,515	44.4
Kanpur	1,275	1,688	32.4
Pune	1,135	1,685	48.4
Nagpur	950	1,298	26.8
Lucknow	840	1,006	16.5
Jaipur	637	1,005	36.6

Households and Housing

Data from the 1981 census on housing and households have not yet been published. However, it is possible to make rough estimates based on 1971 census data. At that time, there were 97 million households with an average size of 5.6 persons. The estimate of the number of households in 1981 is 122 million. Indian women have an average of 5 children each, so we can assume that average household size has not declined significantly. Religious and ethnic beliefs place great emphasis on marriage and family life, so the one-person household is a rarity in India.

The 1971 census reported 92 million occupied housing units with an average of 2 rooms and 2.8 persons per room. The National Buildings Organization estimates that there was a shortage of 21.3 million housing units in 1981; 16.5 million in rural areas and 4.8 million in urban areas.

Rural housing has not changed much over the centuries. Building materials vary with the climate. Forested Assam and Himachal Pradesh have wooden houses, while rock and stone are used in other states. In most of the country, however, mud, straw, and bamboo are the primary building materials.

Indian statistics make a distinction between *pucca* (superior) and *kacha* (inferior) homes. *Pucca* houses are built of brick or stones with wood, tile, or cement roofs, and are considered permanent. *Kacha* houses are impermanent structures of mud with a thatched roof. Only the relatively wealthy can afford *pucca* houses. Urban housing is more likely to be *pucca*; rural, *kacha*.

Newer housing is larger than the traditional two rooms, and the kitchen may be detached from the house. Less attention is paid to the exterior decoration among newer houses in rural areas, and more money is put into interior facilities such as bathrooms and appliances.

Urban housing for the upper income group is spacious. Many middle-income families live in private houses, but most live in apartments that are too small for the number of occupants. Building has not kept up with demand, especially in the cities.

The vast number of migrants and refugees to major cities have created slums that only marginally house the poor. Estimates for Bombay are that at least half the population lives in officially designated slums. Thousands sleep on the sidewalks because they have no shelter. Housing is one of India's most critical problems.

Literacy and Education

Educational statistics highlight the extent of India's diversity. There are so many college graduates that the government, the main employer in the country, won't hire a clerk who doesn't have a degree. Yet only 36 percent of the population could read and write in 1981. Forty-seven percent of men, but only 25 percent of women are literate. Although the percentages have improved in the last 20 years, rapid population growth means the number of illiterate persons has increased from 386 million in 1971 to 437 million in 1981. Widespread illiteracy is often blamed for the failure of family planning programs.

Kerala and the Union Territories of Chandigarh, Delhi, and Mizoram have the highest literacy rates and the smallest differences in literacy between the sexes. Literacy is lowest in Rajasthan and Arunachal Pradesh. Female literacy is below 25 percent in 10 states and territories.

The persistence of low literacy levels reflects the government's inability to achieve its goal of "free and compulsory education" for all children under age 15. Education became the joint responsibility of the central and state governments in 1976, but the main responsibility lies with the states. Barriers to progress in education have included the ever-larger cohorts of school-age children and the occasional diversion of state funds for other uses. Many of the rural villages do not have a school.

Enrollment figures show most success with younger children. The proportion of children aged 6 to 11 enrolled in school increased from 62 percent in 1960 to 84 percent in 1980. Enrollment is now nearly universal for boys, but only two-thirds of girls aged 6 to 11 attend school. Forty percent of children aged 11 to 14 and 21 percent of children aged 14 to 17 were enrolled in school in 1980.

India has 119 universities and over 3,000 colleges. Every year 75,000 undergraduates take graduating exams, and there were 13,000 graduate students in 1981.

The educational gap means that India has both inexpensive unskilled labor and a highly skilled labor force. Since the economy cannot absorb a large number of highly educated people, some Indians migrate to other countries; those that remain provide a large pool of potential managers for firms that wish to do business in India.

Labor Force and Income

In another contradiction, India is considered the world's 10th largest industrial nation, yet it is basically an agricultural society. About 70 percent of the labor force was in agriculture in 1981. Although the economy performed well in previous years, almost no growth was expected for fiscal year 1982-83 because of a poor monsoon which caused a 7 percent drop in agricultural production. After years of good harvests from the Green Revolution, which provided food independence, India has had to begin importing grain again.

The International Labor Organization estimates that about 64 percent of the population aged 15 to 54 was economically active in 1980 including 84 percent of men and 42 percent of women.

A total of 220 million people (33 percent of the population) were classified as "main workers" by the 1981 census. "Main workers" are those who have worked "for a major part of the year" preceding enumeration. In practical terms, this means persons who worked six months or more, or those who worked during both agricultural seasons of the previous year. The number of main workers grew by 26 percent between 1971 and 1981, or at a slightly higher rate than the population. "Marginal workers," or those who worked at any time in the preceding year, numbered 27 million in 1981, or 4 percent of the population.

Unemployment is a major problem in India. There were 18.3 million people registered at employment exchanges as looking for work in 1981, and an estimated 20.5 million people in 1983. These numbers are underestimates of the unemployed because employment exchanges are primarily an urban service.

Preliminary labor force statistics divide all workers into "cultivators" who own and farm their own land; "agricultural laborers," who work for others; "household industry" workers who hold jobs in urban areas; and "other workers, "those in industry, trade, commerce, and services. These definitions were changed between the censuses of 1961 and 1971, making comparisons difficult. For example, the 1971 definition of economic activity excluded rural housewives and children who had been counted as cultivators or agricultural laborers in 1961.

The proportion of cultivators has declined as the size of land holdings has been reduced by division among sons. With slow growth in nonagricultural jobs, increasing numbers of cultivators will be looking for agricultural work from others. Estimates are that the number of agricultural laborers will increase by 4 percent a year over the next decade.

Because of such poor employment opportunities, 48 percent of India's population live below the poverty line — defined as the inability to meet a minimum daily diet of 2,400 calories. Poverty is higher in rural than in urban areas. The threshold in rural areas is $76 per capita per year. In urban areas, the threshold is $88 per capita per year.

Per capita income was $253 in 1981. Adjustments for a lower cost of living in India place the figure at about 7 percent of U.S. per capita GNP. As with many developing countries, however, income is not evenly distributed among the population. The range of income is reflected in a tax rate schedule that progresses from the lowest taxable income of 12,000 rupees a year (about $1,500) and extends to 1,000,000 rupees a year (about $125,000).

Estimates are that the middle class represents about 10 to 15 percent of the total population or between 70 to 100 million people, a larger middle class than any other developing country. Weekly salaries, according to a New York Times article in August, now range from $60 to $75 for top office managers, $150 to $225 for privately employed engineers, and $40 to $50 for private school teachers.

Communications and Consumption

National communications are difficult in a country so large and with such diversity of languages. Radio transmissions from the state-owned broadcasting system reach about 90 percent of the population. Sharing one or two radios among a whole community is a common practice in rural areas.

India now has about 2 million television sets. Middle class children are apt to be pressing their parents to buy color sets that have become available recently. Videocassettes are popular, and video libraries are springing up in urban areas.

India had 2.8 million telephones in 1981. There were 89 English-language daily newspapers and 786 Indian-language dailies in 1976. Almost 10,000 movie theaters were in operation in 1978. The growing middle class is fueling a proliferation of periodicals, although *The Times of India*, published in Bombay, is still considered the most influential newspaper.

The majority of Indians do not have much disposable income. However, for those who do, popular consumer items are footwear, medicines and pharmaceuticals, books, and a variety of foods. Both the supply of and the demand for more expensive items such as cars, cameras, air conditioners, and refrigerators have also increased. English-speaking schools are proliferating and middle-class parents want their children to have a good education. Visiting family and watching movies are primary forms of recreation; bicycles and motor scooters are popular forms of transportation. Athletics are a major pastime, with soccer the most popular sport.

Businesses considering India as a market are reminded that taxes strongly influence buying patterns. Consumer items are heavily taxed. Income taxes range from 15 percent in the lowest bracket to 60 percent plus a 10 percent surcharge in the highest bracket. Another important marketing factor is religion, which influences all parts of life from the choice of food and dress to business and recreational activities.

Literacy Statistics for India 1971 to 1981

The literacy rate in the Indian census is defined as the percent of the population (all ages) who "can read and write with understanding in any language."

*State/Union Territory**	*Rank 1981*	*Literacy Rate, 1981*	*Literacy Rate 1971*	*Percent Increase 1971-81*	*Percent of Women Who Are Literate*
Kerala	1	69.2	60.4	14.5	64.5
Chandigarh	2	64.7	61.6	5.1	59.3
Delhi	3	61.1	55.6	9.8	52.6
Mizoram	4	59.5	53.8	10.9	52.6
Goa, Daman, & Diu	5	55.9	44.8	24.8	46.8
Lakshadweep	6	54.7	43.7	25.3	44.2
Pondicherry	7	54.2	46.0	17.8	44.3
Andaman and Nicobar Islands	8	51.3	43.6	17.6	41.8
Laharashtra	9	47.4	39.2	20.9	35.1
Tamil Nadu	10	45.8	39.5	16.0	34.1
Gujarat	11	43.8	35.8	22.2	32.3
Manipur	12	42.0	32.9	27.6	30.7
Nagaland	13	42.0	27.4	53.2	33.7
Himachal Pradesh	14	41.9	32.0	31.2	31.4
Tripura	15	41.6	31.0	34.2	31.6
West Bengal	16	40.9	33.2	23.1	30.3
Punjab	17	40.7	33.7	21.0	34.1
Karnataka	18	38.4	31.5	21.9	27.8
Haryana	19	35.8	26.9	33.3	22.2
Orissa	20	34.1	26.2	30.3	21.1
Sikkim	21	33.8	17.7	90.7	22.1
Meghalaya	22	33.2	29.5	12.6	29.3
Andhra Pradesh	23	29.9	24.6	21.7	20.5
Madhya Pradesh	24	27.8	22.1	25.6	15.5
Uttar Pradesh	25	27.4	21.7	26.2	14.4
Dadra and Nagar Haveli	26	26.6	15.0	77.7	16.8
Bihar	27	26.0	19.9	30.4	13.6
Rajasthan	28	24.0	19.1	26.1	11.3
Arunachal Pradesh	29	20.1	11.3	78.0	11.0

**No literacy data are available for Jammu, Kashmir and Assam.*

Sources of Information

The best demographic data can be obtained directly from the 1981 census. The three provisional volumes currently available are Paper 1, "Provisional Population Totals," (65 pages) that reports population totals, literacy, and sex ratios by state and Union Territory; Paper 2, "Rural-Urban Distribution," (216 pages); and Paper 3, "Workers and Non-Workers" (239 pages). These volumes can be ordered from The Manager, Government of India Press, Ring Road, New Delhi-110064, India.

The Indian government publishes a variety of inter-censal statistical sources. The latest *Economic Survey* is for 1982-83 ($4.00). There is also a *Monthly Abstract of Statistics* for $10.80 a copy or $129.60 for an annual subscription. *India: A Reference Annual, 1982* is a 500-page statistical abstract for about $5.00. Order all the above from Publications Division, Government of India Press, Ring Road, New Delhi-110064, India.

The Population Reference Bureau published a concise booklet, *India's Population: Second and Growing*, in 1981 (Vol. 36, No. 4) that contains some 1981 census data. It can be ordered for $3.00 from the Population Reference Bureau, P.O. Box 35012, Washington, DC 20013.

Two recent books on India may be of interest. *Marriage, The Family, and Women in India*, 239 pages (1982) by V.V.P. Rao and V.N. Rao sells for $19.50 and can be ordered from South Asia Books, Box 502, Columbia, MO 65205. *India's Preferential Policies: Migrants, the Middle Classes and Ethnic Equality*, 184 pages (1981), written by M. Weiner and M. F. Katzenstein with K.V.N. Rao is available from the University of Chicago Press.

The U.S. Census Bureau specialist on India is Kevin Kinsella at (301) 763-2834. •

—*Daphne Spain*

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Population of India by States and Union Territories: 1981

State/Union Territory	*Population in 1981 (000s)*	*Percent Growth 1971-81*	*Density (per sq. km.)*	*Percent Urban*	*Percent of Total Population*
INDIA	683,810	24.8	221**	23.7	100.0
States					
Andhra Pradesh	53,404	22.8	194	23.2	7.8
Assam***	19,903	36.1	254	NA	2.9
Bihar	69,823	23.9	402	12.5	10.2
Gujarat	33,961	27.2	173	31.1	5.0
Haryana	12,851	28.0	291	22.0	1.9
Himachal Pradesh	4,238	22.5	76	7.7	0.6
Jammu and Kashmir***	5,982	29.6	NA	NA	0.9
Karnataka	37,043	26.4	193	28.9	5.4
Kerala	25,403	19.0	654	18.8	3.7
Madhya Pradesh	52,132	25.2	118	20.3	7.6
Maharashtra	62,694	24.4	204	35.0	9.2
Manipur	1,434	33.6	64	26.4	0.2
Meghalaya	1,328	31.2	59	18.0	0.2
Nagaland	773	49.7	47	15.5	0.1
Orissa	26,272	19.7	169	11.8	3.8
Punjab	16,670	23.0	331	27.7	2.4
Rajasthan	34,103	32.4	100	20.9	5.0
Sikkim	316	50.4	44	16.2	*
Tamil Nadu	48,297	17.2	371	33.0	7.1
Tripura	2,060	32.4	196	11.0	0.3
Uttar Pradesh	110,858	25.5	377	18.0	16.2
West Bengal	54,485	23.0	614	26.5	8.0
Union Territories					
Andaman and Nicobar Islands	188	63.5	23	26.4	*
Arunachal Pradesh	628	34.3	7	6.3	0.1
Chandigarh	450	75.0	3,948	93.6	0.1
Dadra and Nagar Haveli	104	39.8	211	6.7	*
Delhi	6,196	52.4	4,178	92.8	0.9
Goa, Daman, and Diu	1,082	26.2	284	32.5	0.2
Lakshadweep	040	26.5	1,257	46.3	*
Mizoram	488	46.8	23	25.2	0.1
Pondicherry	604	28.1	1,228	52.3	0.1

NA Not available.
**Less than 0.05 percent.*
***Area and population of Jammu and Kashmir excluded.*
****Estimated figures.*

Publications

Statistical Abstract of Latin America, Volume 22, 1983, by James W. Wilkie and Stephen Haber, Los Angeles: UCLA Latin American Center Publications, 668 pages, 752 tables, $75. Order from: UCLA Latin American Center, University of California, 405 Hilgard Avenue, Los Angeles, CA 90024.

Everything you always needed to know about Latin America but were afraid to ask is included in this compendium by James W. Wilkie and Stephen Haber. Besides statistics on economic, social, and political development, the book includes seven interpretative essays, many of which are relevant to people doing demographic research.

For example, this volume has an essay on the problems of measuring housing and shelter in Latin America which reveals, among other things, the effect of government policy on housing starts. The essay also discusses the role of self-help housing in countries where low-income people are excluded from the usual sources of housing.

One of the authors, Stephen Haber, contributes an essay on the changes taking place in Mexican communities that provides a useful picture of the socioeconomic conditions in several sizes of Mexican towns. The time series for this essay unfortunately stops at 1970, but perhaps with better data available later this year from the 1980 Mexican census, users can update some of the data on their own.

While the first chapter, "Main Social Indicators," includes some 1980 data, the entire volume suffers from the malady of similar compendia for other developing regions: out-of-date statistics. Although many Latin American countries conducted censuses in 1980 and 1981, the population data given here are for the mid-1970s. The authors are undoubtedly stymied by the difficulty of obtaining census data from the countries in question, but the next volume should be more up-to-date.

Besides population data, tables provide information about religion, the military, consumption patterns, communications, income, education, transportation, production, and foreign trade.

Any researcher who works with Latin American data will find this a useful reference work.

Percent of Children and Young Adults Enrolled in School: 1960 and 1980

	6 to 11 Years		*12 to 17 Years*		*18 to 23 Years*	
Country	*1960*	*1980*	*1960*	*1980*	*1960*	*1980*
Argentina	91.2	99.9	48.1	72.7	13.2	36.7
Bolivia	45.1	76.6	29.0	54.2	5.0	17.1
Brazil	47.7	76.2	29.6	58.6	4.7	32.0
Chile	76.4	100.0	54.7	86.5	7.2	22.2
Colombia	47.9	70.0	28.8	63.8	4.4	32.9
Costa Rica	74.4	97.5	35.7	54.7	8.0	21.4
Cuba	77.7	100.0	43.0	83.4	6.6	29.9
Dominican Republic	66.8	82.2	39.4	64.4	3.7	20.6
Ecuador	66.3	80.0	30.3	60.8	5.1	28.5
El Salvador	48.7	69.2	40.3	58.1	8.5	18.9
Guatemala	32.0	53.3	17.7	33.8	3.6	10.1
Haiti	33.6	41.4	16.4	21.9	1.9	4.3
Honduras	49.5	71.3	24.6	44.7	3.2	14.8
Mexico	58.4	94.2	37.4	67.3	4.7	18.2
Nicaragua	42.9	60.8	29.7	53.7	3.6	18.6
Panama	68.3	95.7	50.3	83.2	12.7	43.3
Paraguay	69.7	80.0	44.8	51.9	5.8	13.3
Peru	56.7	83.9	43.2	84.0	13.0	32.6
Uruguay	89.9	—	53.2	67.2	14.1	24.3
Venezuela	68.8	83.2	49.0	60.9	8.6	24.0
Latin America[1]	57.3	82.3	35.4	63.3	6.3	26.1

1. Includes Barbados, Guyana, Jamaica, and Trinidad and Tobago.

Source: CEPAL "Informe del Secretario Ejecutivo al Decimonoveno Período del Sesiones de la Comisión," July 27, 1981, as taken from Statistical Abstract of Latin America.

"Researching the Elderly," special issue of *Journal of the Market Research Society 1983,* Vol. 25, No. 3, single copies, 5.50 pounds; subscription, 22 pounds per year (4 issues). Order from *Journal of the Market Research Society,* 15 Belgrave Square, London SW1X 8PF.

In the United Kingdom, people age 65 and older are 15.2 percent of the total population, a proportion that will remain the same throughout the 1980s.

Elderly British men are likely to be married and living with at least one person, while elderly British women are likely to be widows who live alone. The British elderly head almost 26 percent of that nation's households.

Elderly households in Britain account for 14 percent of all expenditures, but spending is not spread equally across all categories of consumption. The elderly "overspend" on food and fuel compared with the average non-elderly household, but "underspend" on transportation and durable household goods.

Forty percent of the British elderly have a weekly gross income of 86.05 pounds sterling or 52.09 pounds per capita (about $128 and $77, respectively, at current exchange rates).

These facts are among those presented in this special issue of the *Journal of the Market Research Society.* In his introduction to the issue, Dr. Mark Abrams, a British researcher on the elderly, writes, "To appreciate some of the impact of 'the new elderly' it is only necessary to consider what has happened to holidays. In the past decade there has been a substantial increase in the number of holidays. The length of a holiday abroad taken by the average person aged 65 or more is 50 percent longer than the average holiday abroad of those under 65; the expenditure per head by those elderly taking a holiday abroad is now 60 percent higher than that of the average non-elderly; and two-thirds of the holidays abroad of the elderly are taken in autumn and the spring."

Besides fairly detailed demographic data on the elderly of Britain, the issue contains articles on medicines for the elderly, conducting surveys among the elderly, and communicating with the elderly.

Interben, The World of International Benefits, Box 986, Southport, CT 06490, Monthly, $250 per year; 50 percent discount on additional subscriptions.

As more companies become involved in foreign trade, it is inevitable that they will eventually employ nationals of the host countries. An important aspect of that employment is the benefits offered to foreign employees.

Interben is a new newsletter devoted to the subject of international benefits. The 8-to-12-page monthly issues include both general information about benefits and specific infomation about benefits in individual countries.

The July issue, for example, gives sources of information on employee benefits in Belgium, as well as a description of the employee benefits information available from the O.E.C.D. (The Organization for Economic Co-operation and Development). The June issue featured Brazil and the second part of a series on captive insurance companies.

Peter Boylan, *Interben's* helpful editor, also keeps track of new products, consulting firms, books and booklets, and other items that will help the international benefits manager keep up to date. For more information, contact Boylan at (203) 259-7180.

Education in Canada 1982, Ottawa Statistics Canada, $10.15 (catalogue 81-229), is the tenth annual review of data on Canadian education. Included are data for the 1981-82 academic year as well as time series on enrollment, graduates, full-time teachers, and finance. For more information, contact Edith Rechnitzer, Education, Science and Culture Division, Statistics Canada, Ottawa K1A OT6; telephone (613) 995-9685. •

Migration/*continued from p. 3*

by out-migration, the net number of emigrants each year would be 31 million. This would be a larger movement in one year than the total migration to the United States during the 60 years from 1870 to 1930 when U.S. immigration was at its peak, he says.

Migrant Characteristics

Diaz Briquets describes some of the characteristics of internal and international migrants.

For example, the median age of migrants is usually younger than the median age of the population in the receiving country. The exception seems to be in cases where people leave for political or social reasons rather than to improve their economic status. In many countries the move away from home either to a city or to another country has become a regular pattern of behavior for young people who have reached working age, Diaz Briquets notes.

Men are more likely to migrate than women, particularly when the jobs to be done are labor-intensive, as in agriculture. However, where the demand for domestic help is strong — as in Buenos Aires or Rome — women are more likely to constitute a majority of migrants. The rest of the family often follows the pioneer migrant.

Skilled migrants are more likely to move with their families, as are those who leave for political or social reasons. Unskilled laborers are most likely to be young, single men without families. Diaz Briquets says that family migration is more common in Latin American countries than in Europe.

Most migrants have fairly low levels of education, and are seeking jobs that require few skills. Again, people who leave their countries to seek refuge from political persecution or social ills often have higher skill levels than those who leave for purely economic reasons.

Instability

Migration in large numbers not only indicates instability, but may contribute to it. People who have been working away from their home country may become used to a better lifestyle and will want it to continue when they return home. If it is not possible to buy the consumer goods they want or find a job equivalent to the one they had overseas, their frustration could eventually lead to revolution.

If the educated classes migrate to find better jobs, the home country is probably losing its most energetic workers and the ones it relies on for leadership and management.

Stalker of the United Nations reports, "Pakistan loses at least half of its medical school graduates each year and India sees 30 percent of its graduate engineers disappear overseas. According to one study, it would have cost West Germany $33 billion to rear and educate the number of workers gained by immigration between 1957 and 1973."

And while the home countries lose at first, the host countries may suffer in the end. If guest workers do not wish to leave, they begin to compete with native workers for jobs and this too, may lead to strife within a country's border.

Even if the workers do decide to return to their home countries or migrate elsewhere, the problems are not necessarily solved. As Stalker reports, "Of the jobs left behind by returning migrant workers from France, only a third were snapped up by other foreign workers and the rest were eliminated. Frenchmen often considered immigrants' jobs too degrading."

While migration has received little consideration by international bodies to date, it is expected to be an important agenda item at the 1984 World Population Conference in Mexico City.

Experts in the field believe that migration is contributing to the gap between rich and poor countries and that what amounts to trade in migrant workers should be regulated by some kind of international agreements. •

Sources

The World Health Organization

International health cooperation began in 1851 when the first International Sanitary Conference was convened in Paris. The objectives then were to prevent the spread of epidemic diseases such as the plague, yellow fever, and cholera that traveled from Eastern Mediterranean countries to Europe. In 1907 the Office International d'Hygiene Publique (OIHP) was established in Paris with a permanent secretariat. Under the League of Nations, OIHP maintained its independence from the Health Organization of the League of Nations and the Pan-American Sanitary Organization that had been operating in the Americas since 1902.

The World Health Organization was created by the United Nations in July 1946. Headquartered in Geneva, Switzerland, it is a "specialized agency," with its own governing body, membership, and budget. WHO is decentralized into six regional offices located in Alexandria, Egypt (Eastern Mediterranean Region); Brazzaville, Congo (African Region); Manila, Philippines (Western Pacific Region); New Delhi, India (Southeast Asia Region); and Washington, D.C. (Region of the Americas).

WHO's official objective is "the attainment of all peoples of the highest possible level of health." Within the limits of manpower and money, its priorities are:

—strengthening national health services in member states;

—maintaining epidemiological and statistical services;

—eradicating epidemic, endemic, and other diseases (with a bright success story in the case of smallpox);

—promoting sanitary housing and improvements in nutrition, including maternal and child health; and

—encouraging cooperation among scientific and professional groups in establishing nomenclatures and standardized diagnostic procedures through a widespread exchange of pertinent data.

The WHO extensive publishing program is targeted primarily to health workers and researchers. A catalog listing all WHO publications (in several different languages) is available free from the Albany, N.Y. center listed below. It should be consulted for technical studies on such topics as brucellosis, housing, malaria, schistosomiasis, and water resources control, among thousands of other subjects.

A concise summary of the agency's activities is *The Work of WHO–Biennial Report of the Director-General.* The most recent edition is for 1980-81 and costs $9.00.

Quarterly World Health Statistics ($33.00 for four issues) should be consulted along with the *Annual World Health Statistics.* The *Annual* is published in two parts, priced separately. The latest available issue for 1982 is Part I which covers vital statistics and costs $18.00. These two publications are especially valuable for statistics on states that are not members of the United Nations such as Switzerland, Namibia, the Democratic People's Republic of Korea, Monaco, San Marino, Liechtenstein, and others.

The World Health Forum is a quarterly journal for policy makers, health planners, administrators, health educators, and public health workers. It provides a medium for the discussion of new public health concepts and is the main organ of WHO's member states for the exchange of health information. It is available for $22.00 for four issues a year.

The *Bulletin of the World Health Organization* is the principal scientific organ of WHO. It reviews progress in medical and related sciences and publishes original papers. A year's subscription for six issues costs $55.00.

World Health is the official monthly illustrated magazine of WHO and appears in nine languages, including English. It is available for an annual price of $13.75, $24.75 for two years, or $33.00 for three years.

Of particular interest to demographers, WHO publishes a series of technical reports on Health Manpower Development. A special catalog listing hundreds of titles is available. The monthly *WHO Chronicle* provides a record of the principal health activities undertaken in various countries and frequently includes articles on manpower questions. The *Chronicle's* one-year cost is $11.00.

The WHO regional offices all issue not only annual reports, but also documents that are area-specific. For example, in 1980 the Eastern Mediterranean office issued an abundantly illustrated volume entitled *Middle East Health: The Outlook After 30 Years of WHO Assistance in a Changing Region.* In addition, selected technical papers are made available by each regional office to health officials and reseachers at no cost. Write for particular subject catalogs to respective regional offices for further information. Addresses are included in the general catalog.

Ordering information for technical reports, public health papers, monographs, and official publications may be obtained from WHO Publications Center, 49 Sheridan Avenue, Albany, NY 12210; telephone (518) 436-9680. When calling, ask for WHO Publications Office because this is the central number for a large publications distribution center.

Subscription orders should be accompanied by a check made out to Chemical Bank, New York, World Health Organization, and sent to WHO, P.O. Box 5284, Church Street Station, New York, NY 10249.

Correspondence concerning subscriptions should be addressed to WHO, Distribution and Sales Service, 1211 Geneva 27, Switzerland ●

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